

The Impact and Restriction of Socio-economic Downturn on the Development of Sports Industry

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ABSTRACT. *The development of social economy will directly affect the development of sports industry. The rapid development of sports industry will also promote the development of social economy. However, due to the gradual acceleration of social and economic development, the lack of matching preferential policies, shortage of managerial personnel and shrinking sales of sports products have gradually restricted the development of sports industry. Based on this, after affirming that the development of sports industry can play a positive role in social economic growth. This paper analyzed the development status of China's sports industry, and studied the impact and constraints of the social and economic downturn on China's sports industry. Then it puts forward corresponding countermeasures and suggestions for the development of China's sports industry.*

KEYWORDS: *sports industry, society, economy, impact*

1. Research background

1.1 Literature review

With the rapid development of China's social economy, people's material life has been satisfied, and the level and quality of daily life have been significantly improved (Zheng and Wang 2017). People pay more and more attention to their own health problems, which directly promotes the gradual rise and development of sports industry. In recent years, China's sports industry has developed rapidly. However, with the decline of the social and economic system, there are still some factors that continue to influence and restrict the further development of the sports industry, seriously hindering the maturity and expansion of the entire sports industry market (Chen et al., 2018). With the continuous development of social economy, the relationship between sports industry and social economy has been inseparable. Socio-economic development is the basis of sports industry development. Socio-economic development seriously restricts the development of sports industry, and sports industry development plays a huge role in promoting social and economic development. At present, the sports industry has become an indispensable part of people's life. Sports industry is a new industry with great development prospects and space. It can become a new growth point of social economy (Li, 2017). The development of social and economic environment restricts and influences the development scale of sports industry and its own development prospects (Han et al., 2017).

1.2 Purpose of research

At present, China's rapid socio-economic development, the continuous growth of GDP and the continuous improvement of people's income level. China's sports market will have a large number of sports consumption groups, and the development of social economy will directly affect the development of sports industry. The development of China's sports industry has gradually attracted widespread attention. The sports industry has become a new growth point of China's social economy in the new century. The development of sports industry affects the development of social economy, further promotes the development of sports industry, improves the sports development strategy, accelerates the development of sports industry, is conducive to raising people's living standard and building spiritual civilization. However, according to the current situation of China's social and economic downturn, there are still some weak phenomena in the development of China's sports industry, such as sporting goods sales, sports fitness industry, sports lottery, sports brand building and sports competition performance development. Due to the influence of the downward trend of social economy, the development of sports industry is slow. Therefore, it is of great significance to study the influence and restriction of the social and economic downturn on the development of sports industry.

2. Current situation of sports industry development

It is understood that as shown in Figure 1, we can see from Figure 1. The impact of social and economic development on sports industry is multifaceted. The social and economic downturn has caused a serious impact on China's sports industry (Bao, 2018). Many people are still unable to bear the high consumption of sports and fitness. In addition, influenced by traditional concepts, some people have always maintained the old concept of savings, and their enthusiasm for consumption of sports fitness and other concepts is still not high, coupled with the chaotic industrial structure of sports goods market. Sports is not only an activity, but also an emerging industry, which is developing towards industrialization (Li and Zhang 2019). With the social and economic downturn in China, the competition between Chinese sporting goods enterprises and foreign sporting goods enterprises in product types, quality, price and market is deepening day by day. Many factors, such as the social and economic downturn, lack of government incentives, poor management and lack of professional talents, seriously restrict and affect the development of sports industry in China.

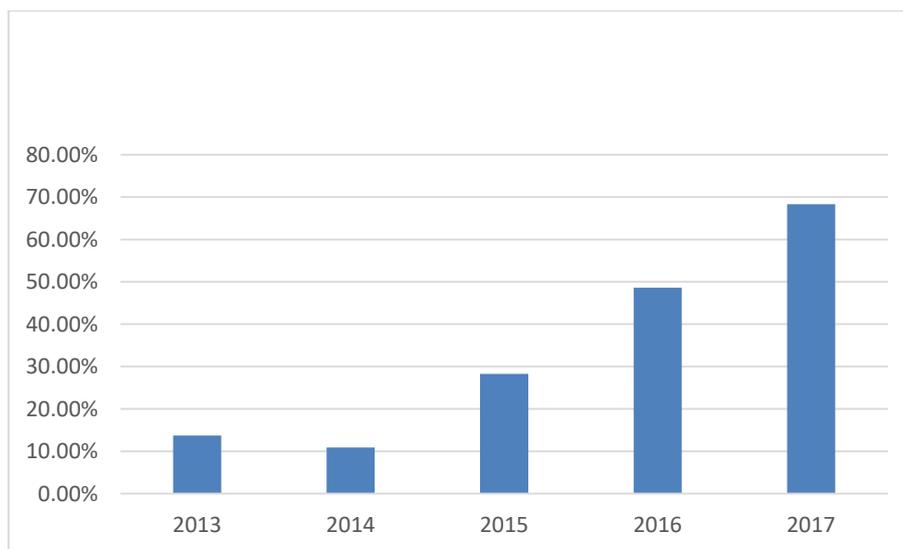


Figure 1. Growth Trend of National Fitness in 2013-2017

In recent years, the development of China's sports industry and technology start-ups are emerging. Sports industry constantly strengthens service consciousness, trying to obtain new development space through transformation and upgrading (Yang, 2018). For a long time, one of the core drivers of China's sports industry has always been competition performance. However, if we lose the support of the government, build a professional team and operate for a long time, it is very difficult to create a good brand. The development of sports industry cannot be achieved overnight. The structure and development of sports industry are more important (Li and Sun, 2019). According to Figure 2, the sports goods manufacturing industry accounts for a high proportion. Faced with this situation, the sports industry is also adjusting its strategy and gradually transferring to sports-related services.

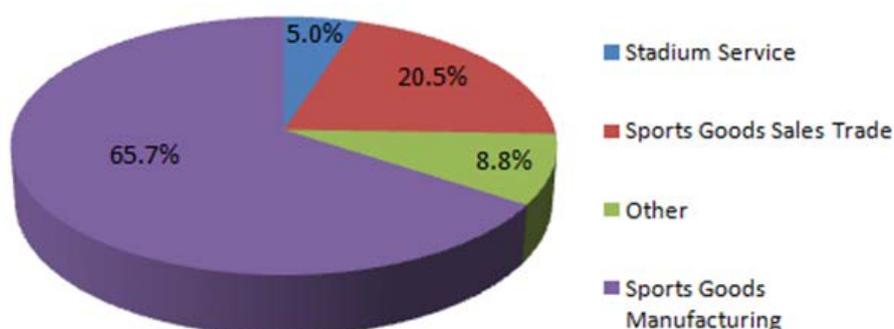


Figure 2. Proportion of Sports Industrial Structure

3. Analysis on the impact and restriction of socio-economic downturn on the development of sports industry

The impact of social and economic development on the sports industry is manifold. The downward trend of China's sports industry has caused a serious impact on the sports industry. Many people still can't afford the high consumption of sports and fitness (Wang et al., 2018). In addition, influenced by traditional concepts, some people always keep the old concept of saving, and their enthusiasm for consumption of sports and fitness is still not high. In addition, the industrial structure of sports goods market is chaotic. With the downward trend of China's social economy, the competition between Chinese sporting goods enterprises and various foreign sporting goods enterprises in products category, quality, price and market is deepened day by day. The social and economic downturn of the domestic sports market, the lack of preferential policies encouraged by the government, the poor management of enterprises and the lack of professional and comprehensive talents have seriously restricted and affected the development of the sports industry. In the course of the development of sports industry, the following constraints still exist in the downturn of social economy (Li and Xie, 2018).

3.1 Lack of preferential policies to encourage the development of sports industry

The main social and economic situation in China over the past few years has been slowing down, and even declining. There are many kinds of sports products on the market and sports industry covers a wide range. The development of sports industry is conducive to the economic growth of society. Its efficient development can drive people to consume actively and solve some employment problems. It plays a very important role in the development of social economy. Therefore, the formulation of preferential policies to promote the development of sports industry by relevant social departments is of great significance to the development of sports industry. However, so far, the concepts related to sports industry formulated by China are not very clear (Li and Zang, 2019). For example, in the community to organize related sports activities to promote sports consumption, what preferential policies should be adopted, there is no clear preferential policy for implementation or reference. For all kinds of sports, the regulations are very vague, and lack of incentives and preferential policies, which seriously restrict and affect the development of sports industry.

3.2 Lack of managerial talents

Nowadays, all industries need comprehensive talents, and sports industry needs talents. It is not only limited to know sports knowledge, but also needs comprehensive talents who can manage and understand economy. The current education system in China is carried out along the elementary school, junior high school, high school and university. According to this kind of education system, if you want to enter an ideal university, you must get good grades, so it is impossible to attach importance to physical education. And those students who have strong physical ability and whose grades are hard to enter colleges and universities, in order to enter colleges and universities, most of them choose to enter sports schools or sports professional secondary schools. Such an education system is obviously not conducive to the development of the sports industry. Under the circumstances of social and economic downturn, the most deficient in the development of sports industry is the creative talents of management and sports products.

3.3 Sales of sports products are shrinking

According to the research, a country's cultural background, social and economic development, and consumption level are all related to the formation of sports awareness. The sales of sports products directly affect the development level of a country. The more developed the country's economy, the more they value physical exercise. These are often reflected in maintaining health, regulating mood, increasing interpersonal communication between friends, improving their image, etc. However, in recent years, with the continuous impact of the economic crisis, Chinese residents are gradually reducing their spending on entertainment and other aspects, resulting in the continuous decline of the purchasing power of sports products, which directly affects the sales of most sports brands in China. Nowadays, the daily fast-paced life makes people have no time to take physical exercise into account, pay less and less attention to their own health, and the level of development and utilization of sports products is not high. The return rate of China's sports market is relatively low. This directly leads to the small scale of the whole sports industry market and the low market share, resulting in a serious shrinkage in the sales of sports products.

3.4 Low socialization of sports

Nowadays, the sports population in China is relatively small. People spend little time on exercise in their daily life, but the sports venues available to them are very limited at present. The level of urbanization in China is relatively low, and most of the population is concentrated in rural areas. According to the survey, the highest proportion of sports population in China is 17-75 pairs, followed by 16-20 year old teenagers, and 14-54 years old sports population accounts for only 6.7%. China's mass sports activities are not yet mature. At present, China is still in the developing stage, and all facilities are not perfect. People have limited leisure time. People regard less spare time and busy housework as the main reasons affecting sports consumption. Moreover, the quality of service provided by some sports facilities has a great impact on sports consumption. Most residents believe that the lack of sports venues is also an important factor restricting the development of sports industry.

4. Countermeasures and suggestions for promoting the development of sports industry

4.1 Strengthen government guidance and increase policy support

In recent years, the proportion of national fitness gradually shows an upward trend, and the market mechanism is constantly improving. Under the social and economic downturn, it is necessary to accelerate the development of sports industry. The government should include sports industry as an independent industry in the statistics of national economy. The development of sports industry should be planned in detail, controlled in an all-round way, standardized statistical data of sports industry should be established, and the development of sports industry should be understood and adjusted in time. Relevant departments should guide the sports industry scientifically and effectively. The sports industry should be cultivated as an important economic growth point, and the government should strengthen its support so that it can fully enjoy the preferential policies of the government. Make full use of economic leverage, such as tax, loan and other supporting policies, to guide social resources to help the development of sports industry. Regardless of the regions with sports advantages, we can plan the sports industry into the economic development framework of the whole region, and increase support for human, material and financial resources. Perfecting the relevant laws and regulations of sports industry, providing adequate guarantee for the sustainable and effective development of sports industry, is conducive to promoting better and faster social and economic development.

4.2 Expanding the popularity of sports products to create brand

To create a sports brand, we must start with the promotion of the popularity of sports products, but the promotion of the popularity of products is different from the creation of a brand. Having popularity does not mean having a brand. For example, as we all know, "NBA" is the support and sponsorship of the game, making their names spread all over the world. Sports industry can expand the popularity of products through various channels, let people know the existence of products, and gradually get the recognition of the broad masses of people, establish their own brand. The support for the development of sports not only enhances the popularity of sports enterprises, but also reaps great economic benefits. Famous is just to let people know the logo or product, and the brand is recognized by people.

4.3 Attaching importance to the training of specialized personnel in sports industry

We should cultivate professional talents in sports industry. Firstly, we should set up sports majors and disciplines in Colleges and universities, such as the establishment of sports products, sports marketing and sports industry management, and start to pay attention to the training of sports industry professionals fundamentally. All efforts should be made to train all kinds of professionals needed by the sports industry. Secondly, sports enterprises should collect talents who are good at management and management from the public, and improve the management team of sports industry. Through organizing and encouraging relevant units to conduct job training for relevant personnel, and can also recruit some talents with sports-related management experience. Finally, the enterprise carries out comprehensive and intensive training for sports industry personnel, so that they can master the relevant sports theory knowledge and marketing technology skillfully and professionally, and maximize their professional quality and comprehensive level. Focus on training high-quality talents suitable for the development of China's sports industry.

4.4 Further adjustment of sports industrial structure

China should accelerate the optimization of sports industry structure. According to the different consumption structure characteristics of sports consumption groups in different regions, the structure of people's living habits and consumption levels is thoroughly detailed, and the development structure of China's sports industry is adjusted in a timely and scientific way. In addition, we should further optimize the industrial structure layout of sports service industry and sports products. The core issues of China's sports industry structure should be analyzed in order to ensure the healthy and orderly growth of China's sports industry. Speed up the centralization of sports industry talents to sports enterprises, rationally allocate sports resources according to different sports industrial structure, improve the quality of sports products, and optimize sports product customer resources.

5. Conclusion

To sum up, the sports industry is beyond reproach and has received the downward impact of the social economy. By analyzing the influence and restriction of social and economic downturn on the development of sports industry, this paper puts forward some countermeasures and suggestions to promote the development of sports industry, which plays a very important role in the development of sports industry. China's social and economic development is inseparable from the sports industry. While we are vigorously developing the social economy, we must also clearly realize that the sports industry can also promote the economy. To further optimize the sports industry structure and develop consumption is of great significance to promote the development of social economy and sports industry.

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