

The Development Status and Countermeasures of the Sports Industry in Shaanxi Province

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Abstract: Sports industry is an integral part of the development of market economy, and a symbol of the comprehensive ability and life of residents of a country or provinces and cities. This paper first takes the sports industry of Shaanxi Province as the research object, and analyzes the total scale of recent sports industry, the scale of sports industry, construction industry, sports industry and the scale of sports infrastructure practitioners. Then the main factors restricting the high quality development of sports industry are analyzed, and the high quality countermeasures and suggestions of sports industry are put forward.

Keywords: sports industry; sports industry development; status quo analysis and countermeasures

1. Foreword

From the perspective of the macro environment, in September 2019, the General Office of the State Council issued the Opinions on Promoting National Fitness and Sports Consumption and Promoting the High-quality Development of the Sports Industry, which proposed that China's sports industry should become the "pillar industry of the national economy" by 2035. However, the sports industry in Shaanxi Province is relatively backward compared with other developed coastal provinces, and the sports industry in Shaanxi Province is facing more severe challenges.

After the investigation of industry experts, it is found that some pain points in the past and present of the Shaanxi sports industry, such as the small overall scale and ineffective long-term policies. It is estimated for the sports industry to make a big breakthrough in the overall economic constraints. In a difficult situation, how to use and reasonably allocate financial resources more efficiently in the future? How to seek the leverage solution of the development of Shaanxi sports industry?

2. Analysis of the development status of the sports industry in Shaanxi Province

2.1 Total scale of the sports industry in Shaanxi Province

In 2018, the total output value of the national sports industry was 2,657.9 billion yuan, while the total output value of the sports industry in Shaanxi Province was about 130 billion yuan, accounting for 4.8% of the whole country, which is equivalent to the total output value of Shanghai's sports industry.

At the end of 2018, 238,000 sports legal entities were total, and the operating income of sports industry legal entities totaled 2346.04 billion yuan. There are 5,409 legal entities engaged in sports industry activities in Shaanxi Province^[1], Accounting for 2.27% of the country, the operating income of 22.517 billion yuan, only 0.0096% of the country, far lower than the national average level. It belongs to the backward development of sports industry.

In general, the number of legal person units in sports services represented by sports, fitness, leisure, sports media, and sports education and training is large, but the overall operating income is poor. This phenomenon may become one of the restrictive factors affecting the high-quality development of the sports industry in Shaanxi Province, and the following will be detailed and specifically analyzed.

Table 1 Business income of sports industry and number of legal persons of sports industry in Shaanxi industry

Industrial category	Operating income (RMB 100 million)	percentage (%)	Number of legal units (individual)	percentage (%)
amount to	225.17	100.00	5409	100.00
Sports management activities	0.01	0.00	773	14.29
Sports competition performance activities	7.43	3.30	956	17.67
Sports, fitness and leisure activities	9.61	4.27	1042	19.26
Stadium ground and facility management	7.85	3.49	148	2.74
Sports intermediary and advertising planning services	1.29	0.57	71	1.31
Physical training and Education	0.37	0.17	183	3.38
Sports Media and Information Services	2.57	1.14	195	3.61
Other sports activities and related services	1.63	0.72	174	3.22
Manufacturing of sporting goods and related products	39.88	17.71	69	1.28
Sports goods and related products sales, trade agents and rental	123.43	54.82	1252	23.15
Construction of sports site and facilities	31.10	13.81	546	10.09

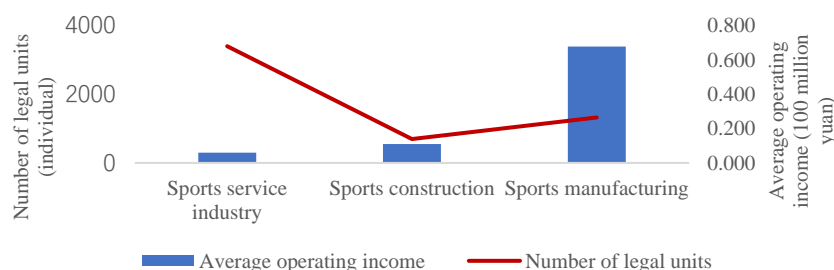
2.2 Scale of sports industry manufacturing industry, construction industry and service industry in Shaanxi Province

In order to further analyze the differences in sports industry, construction industry, construction industry, service industry, according to the nature of industry category of sports management, performance activities, sports and education, sports services, media and services, sports goods sales and related products trade agents and rental into sports manufacturing, stadium facilities construction and facilities management into sports construction industry. The sports industry structure of Shaanxi Province is summarized, and the differences between sports service industry, sports manufacturing industry and sports construction industry are further analyzed. According to the relevant data, the following total output comparison table of the national and Shaanxi provincial sports industry is obtained:

Table 2 Comparison of national and Shaanxi Sports Industry in 2018

sport industry	The percentage of the total output of the national sports industry	The percentage of total sports industry output in Shaanxi Province
Sports service industry	47.9%	10.17%
Sports manufacturing	49.7%	72.53%
Sports construction	2.4%	17.3%

At present, the total output of the national sports service industry and the sports manufacturing industry is basically flat, at 47.9% and 49.7% respectively, but the total sports output of Shaanxi Province is 10.17% and 72.53%, and the industrial structure is extremely unbalanced. The sports service industry in Shaanxi Province is far below the national average level. Further calculate its average operating income, and get the bar chart of the average operating income of different industrial categories in Shaanxi Province in 2018:

*Figure 1 Average operating income of different industrial categories in Shaanxi Province in 2018*

Combined with the comparison table of the total output of the sports industry between China and Shaanxi Province and the column chart of the average operating income of different industrial categories in Shaanxi Province, it is found that in the sports industry in Shaanxi Province, the sports manufacturing industry, sports construction industry and sports service industry are 0.667, 0.110 and 0.060, respectively. The essential reason is that the sports industry in Shaanxi Province may be too biased towards the sports manufacturing industry, and the sports construction industry delays the development, leading to the

imbalance of its own industrial structure. Estimates in shaanxi in the process of sports industry marketization, may in order to promote the development of sports exhibition, vigorously develop sports manufacturing, sports construction in accordance with the principle of "low investment, high return", in the short term does bring operating income much greater than low investment rapid growth, but in the restriction of the shaanxi overall economy, conditions, the overall number of legal entities, operating income is far lower than the national average level.

2.3 Scale of basic sports practitioners in Shaanxi Province

Table 3 Comparison table of total sports industry output between national and Shaanxi Province in 2018

metric	2015	2016	2017	2018	2019
I. Number of workers in the sports system (person)	5446	5420	5711	5380	6262
II. Grade athlete development person (several people)	593	1162	1033	1338	1800
# sportswoman	150	331	449	593	667
International health general	2	4	0	1	13
master of sports	33	40	37	38	124
III. Number of level referees (person)	1886	2450	1838	2605	2849
# Female grantor	456	560	536	728	794
# national level		13	52	37	
IV. Children's Amateur Sports School (Institute)	76	66	64	82	82
# Key sports school	10	57	0	31	31

According to Table 3, there are few professional sports operation and management personnel and a small number of professional referees. The employees in Shaanxi Province did not increase significantly in 2015-2019, and the increase of employees in the five years is small. Weak growth shows the shortage of professional talent supply and the small industrial scale.

3. Main factors restricting the high-quality development of the sports industry in Shaanxi Province

3.1 The operating income of the sports industry in different regions of Shaanxi Province is extremely unbalanced

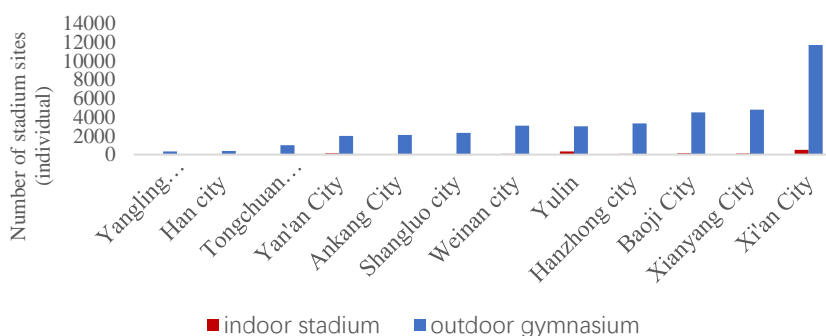


Figure 2 Statistics of the sixth stadium site census in Shaanxi Province (all)

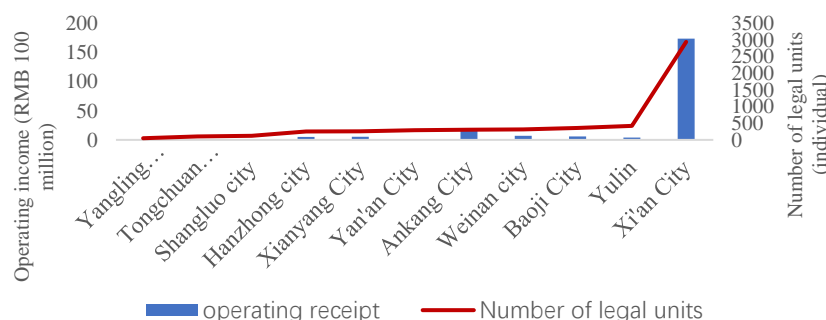


Figure 3 Operating income and number of legal person units in Shaanxi Province

Figures 2 and 3 can reflect that the ratio of the number of sports venues is not very significant, but the gap in strength is obviously found between the operating income and the legal entity, and the benefits are far less than Xi'an, thus slowly increasing the gap. The problem of geography and unbalanced distribution of economic resources, due to the difference of geographical location, the open land is mainly conducive to the industrial development, other provinces and cities on geographical resources, due to the geographical location for industrial development, unique historical and cultural resources drive economic development, a series of advantages completely crush the development of other urban areas. The huge benefit gap is gradually widening the development level of the sports industry in different regions, and greatly restricts the high-quality development level of the overall sports industry in Shaanxi Province.

3.2 The number of sports industry practitioners in Shaanxi Province is relatively low

According to Table 2 total output of national and Shaanxi industry in 2018, the average annual rate was introduced rate of rise Concept measure of growth rate in Shaanxi Province:

$$m = \sqrt[n]{B/A} - 1$$

Among them, B is the last 2019, and A is 2015.

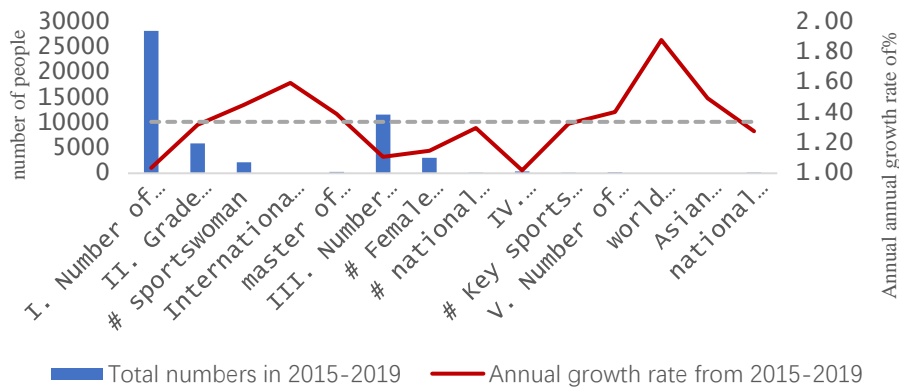


Figure 4 All types of growth in Shaanxi Province

In 2015-2019, the average annual growth rate of sports industry practitioners in Shaanxi Province was less than 2, and it can be seen that the national athletes and referees and champions are numbered. Some part of the industry has less personnel flow, small change. The big reason is that the system of sports industry practitioners is relatively traditional and closed, less personnel flow, and less communication with other provinces and other industries. According to the relevant point of view of the system theory, the sports industry practitioner system in Shaanxi Province is not a well-running and dynamic-changing dissipation structure, which is an important reason for restricting the development of the sports industry in Shaanxi Province.

4. Research conclusions and countermeasures

Fiscal funds are large projects and leads, etc. If the local fiscal funds are too little, they lack the vitality and ability to take the initiative. In the past, most of the development of sports in Shaanxi Province was public welfare, and it is difficult to have an income at present. Most of the income is also concentrated in Xi'an. But in fact, the investment in the sports industry is not much worse. The average local operating income is very low, coupled with tight finance, local governments have even less vitality in sports. The most important thing for relevant government agencies at present is to come up with concrete measures suitable for the future current situation of Shaanxi, rather than conceptual and programmatic development suggestions.

Rational point of view, sports does not have the conditions and environment to become a pillar industry, at most is an important part; aging, late marriage and late childbearing, urban life pressure and so on will become the resistance of sports development cannot be ignored. Elderly health care, fitness industry, a large number of single aristocrats for high-quality fitness demand, housing guidance price to reduce life pressure, and so on are also one of the breakthroughs.

Acknowledgment

Shaanxi Provincial Sports Bureau topic: 2021209.

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