

Research on the Development of Sports Industry Structure in China

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ABSTRACT. *As the core component of the social national economy, the sports industry of our country has been developed and advanced rapidly in recent years. From the concept and connotation of sports industry structure, this paper will explore the development status of sports industry structure in China, discuss and analyze the problems in the development of sports industry structure in China, and put forward some optimization strategies.*

KEYWORDS: *Sports industry, Industrial structure, Development, Optimization, Strategy*

1. Introduction

In the new period, with the steady and rapid development of China's national economy as a whole, China's sports industry has also been promoted step by step, the development field of sports industry is expanding, and the development of industrial system is becoming more and more sound and diversified. But behind this ideal development situation, the sports industry structure of our country has gradually burst out many shortcomings, such as uneven regional development, unbalanced development level and so on in recent years. This seriously hinders the overall development of our economy.

2. Related Concepts

2.1 Sports Industry

Sports industry is a sunrise industry and an important part of our national economy. However, up to now, the academic circles of our country have not defined the concept of "sports industry". In this study, the author understands the sports industry as: the sum of the same kind of economic sectors which can produce sports products for the society and produce economic value through the production and operation of sports products or the provision of sports services with sports as the core[1].

2.2 Sports Industry Structure

Generally speaking, the structure of sports industry refers to the relationship between sports industry and other related industrial content and the relationship between different economic and technological elements within the sports industry or the proportion of quantity. Like other economic industries, The development state of sports industry structure can generally reflect the relationship between all kinds of sports goods and production and service departments, and can also reflect the distribution of many economic resources in different allocation states, as well as the specific distribution of the total output value of sports industry in different sectors. Therefore, we can also think that the structure of sports industry includes many levels, such as industry structure, hierarchy, ownership structure, market structure and regional structure.

3. Current Situation of Sports Industry Structure in China

3.1 Development of Sports Industry Structure in China

After the reform and opening up, with the overall rejuvenation and take-off of China's social economy, the development of China's sports industry structure is also very good, and under the impetus of economic globalization and the continuous adjustment of the international industrialization structure, the sports market

structure centered on sports competition performance industry, sports fitness service industry and sports goods industry has been formed. The development of sports industry in China presents a prosperous state with non-public ownership economy as the leading and multi-ownership economy developing in an all-round way. The development and adjustment speed of sports industry structure is also accelerating, and gradually becomes the new growth point of our national economy.

3.2 Problems in the Development of Sports Industry Structure in China

3.2.1 The Scale Degree is Low and the Industrial Structure is Hollow

As the core component of China's tertiary industry, the sports industry should have developed on a large scale. However, in reality, the total output value of the existing sports industry in China is low in the national economy, the scale of industrial development is also small, and the degree of output value and industry scale is not high. The contribution rate of sports industry to the development of national economy is very low, that fails to play the role of its economic pillar. Secondly, the key core of the sports industry is to serve the sports culture, the steady development of the sports industry should also be based on the core development. But in reality, in recent years, the development of sports industry in China is still driven by the production and management of all kinds of sports goods, The related culture and service industries are not well developed because of the lack of cultural core and the lack of government support. The structure of sports industry shows the bad state of hollowing out..

3.2.2 The Regional Development of Sports Industry is Uneven

Affected by the regional imbalance of China's economic development, the regional development of China's sports industry structure is also very unbalanced. Of the 14 industrial bases currently established, 8 are located in the eastern region and only 6 are located in the central and western regions. At the same time, in the more developed eastern region, the output and input of sports industry have obvious agglomeration effect, and the quality of relevant practitioners and public participation are higher. In contrast to this, the development of the western region is very backward. This regional imbalance in the structure of the sports industry also leads to the phenomenon of repeated investment and construction of sports industry projects in the eastern region, a lot of resources are wasted.

3.2.3 The Association Effect of Sports Industry Structure is Weak

In the process of development and innovation, all industries need the function of correlation effect to realize the scientific integration and optimization and upgrading of core industries, intermediary industries and other industries around them, and then realize the sustainable development of the industry. However, as far as the current development situation is concerned, the core sports industries such as competition performance and fitness entertainment in China have not yet played an obvious advantage, and the value function of many industries has been restricted. The weakness of the linkage effect of this core industry also causes the dislocation and lack of some intermediary industries, and affects the healthy development of sports industry structure[2].

3.2.4 The Production Structure and Consumption Structure Are Very Single

With the continuous development of social economy, the demand for sports services and products is increasing, and the market of sports industry should be further expanded. But at present, all kinds of products or services produced by the sports industry in China are still provided for various administrative units, and the types of sporting goods and services provided to the public are very rare, the industrial structure is single, that can not meet the consumption needs of different consumer groups. In addition, the current sports consumer products of our people are still dominated by all kinds of sports equipment and equipment, the consumption of related services and culture is relatively rare, and the consumption structure needs to be further adjusted.

3.3 Factors Which Restricting the Development of China's Industrial Structure

There are many factors restricting the development of China's sports industry, but the most important one must be the lack of government support and the lack of standardized management. The relevant departments of the state have rarely issued corresponding preferential policies for the sports industry, and the implementation of some existing tax incentive policies is not very stable. This is not conducive to the stable development of some sports industry enterprises, and to the development of sports service industry and sports brand building has brought obstacles. Secondly, whether the development of industrial structure is good or not depends on the

construction of talent team. Especially in the new historical period when China's economy, politics and culture are deepening the reform, the development of sports industry structure really needs the support of talents with professional knowledge. But at present, the practitioners of sports industry in our country are mostly businessmen or the staff of the original sports system who do not have complete business management knowledge and institutional expertise. The professional comprehensive talent is very short. This is not conducive to the development of industrial structure.

4. Strategies for Optimizing Sport Industrial Structure

It is a long-term process to optimize the structure of sports industry and realize the maximization of sports economic benefit on the basis of ensuring the optimization of the allocation of sports industry resources. We should follow the principles of integrity and hierarchy, openness and efficiency, and the dynamic development of the industry to optimize and adjust based on the evolution law of industry development.

4.1 Strengthening State Support and Personnel Training

The development of China's sports industry structure can not be separated from the support of security policies. Therefore, the relevant departments of the state should formulate and issue relevant support policies in time for the development of the existing sports industry structure, and give certain policy support in finance, taxation and other financial aspects to promote the optimization of industrial structure. Secondly, the government should also step up the implementation of the relevant policies to ensure that the sports industry can be healthy development under the guidance and support of the government. In addition, the state should strengthen the training of sports industry management talents, introduce or train comprehensive talents with certain professional knowledge and organizational coordination ability, strengthen the standardized construction and management of sports industry, and provide solid talent support for the optimization of sports industry structure.

4.2 Stimulating Regional Features and Coordinating Regional Development

Healthy sports industry structure should be balanced in regional development. In this regard, for the existing regions where the development of the sports industry is more developed, the government can shift the development focus of the region to various high-end products or international events and other fields. Then, they should establish a sound system for the use of sports economy, innovate and create excellent management mode, and try to encourage or guide sports service enterprises to devote themselves to the economic industry of the event. This will promote the upgrading and development of the fifth industrial structure in the east. However for the western regions where the development of the sports industry is relatively backward, the government should increase its support, strengthen the construction and development of relevant sports venues, optimize the development environment of the local sports industry, fully tap the local regional characteristics, and promote the integration of the local sports industry with national or local characteristics. In addition, the local governments in the eastern and western regions should also strengthen their own sense of cooperation, try to develop and cooperate the superior resources in various places, and push forward the optimization of sports industry structure.

4.3 To Improving the Service Level of Sports Industry and Enriching the Consumption Structure

In the new period, people's sports demand is no longer limited to fitness consumption, but more began to cultural and various kinds of service consumption tilt. In this regard, the development of sports industry and the optimization of industrial structure should also rely on scientific and technological innovation to improve the quality of products and service level on the basis of the diverse consumption demand of the people. Secondly, we can try to cut into the supply-side structural reform, eliminate some backward production capacity, reduce ineffective supply, strengthen the service level of sports industry from the production end, increase the effective supply of sports industry, and stimulate the consumption potential of the people. In addition.[3]we can also publicize the concept of healthy sports by information technology, that can guide the people to carry out scientific consumption, expand the consumption demand of the people, and enrich the existing industrial consumption structure.

4.4 Reinforcing Linkages and Promoting Integration Development

From a certain level, the optimization of sports industry structure also refers to the scientific integration and optimization of its own core industry and intermediary and peripheral industries. Therefore, we must vigorously promote the stable development of the core industries of sports industry, such as competition performance and fitness and entertainment, and provide the impetus for the development of sports industry to reorganize, and constantly strengthen the correlation effect. We should pay attention to the cultural core of sports industry and the construction of cultural brand, constantly improve the ability of scientific innovation, establish an independent sports culture system, and create sports brands and enterprises with Chinese or local characteristics. In this regard, we can try to infiltrate some traditional culture into the development of sports industry to achieve the integration of sports industry and culture. Then, the government should support the development of all kinds of sports leisure industry, while increasing policy support, encourage the whole society to carry out diversified investment, and realize the balance between the supply and consumption demand of sports industry. In addition, we should vigorously promote the development of sports industries such as sports intermediary, sports lottery and sports training, and promote the mutual promotion and integration of sports industry and other industries, so as to realize the integration and development and progress of different enterprises.

5. Summary

To sum up, the current development situation of sports industry structure in China is relatively good, but overall, there are still more problems and deficiencies, sports industry structure still has a lot of room for optimization and development. In this regard, the government should strengthen policy support and personnel training, constantly improve advanced technology, innovative development concept, that can effectively promote the existing sports industry structure optimization and development, and then can effectively promote the overall national economy healthy and sustainable development

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