

# Research on Policy Choice of Sports Industry Structure and Industrial Layout Based on Structural Paradigm

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**ABSTRACT.** Today, with the development of economic globalization, the sports industry, as an eternal sunshine industry, plays an active and active role, showing strong development momentum in all countries of the world. As a socialist country, sports undertakings belong to national public undertakings. The perfection and development of sports industry market cannot be separated from the role of power and political conflict, and the self-interested individuals in the market spontaneously form a system to improve social welfare. In order to promote the process of optimizing China's industrial structure, it is necessary to highlight the leading industries and promote the overall upgrading of sports industrial structure. Based on the structural paradigm, this paper makes a comprehensive analysis of the development status of sports industry theory and practice, and studies the policy choice of China's sports industry structure and industrial layout. In order to promote the optimization of China's industrial structure, it is necessary to take the fitness and entertainment industry as the leading industry, promote the overall upgrading of the sports industrial structure, give priority to supporting the competition performance industry and sports training industry, and drive the sports intermediary service industry and sports finance and insurance industry with the competition performance industry.

**KEYWORDS:** Sports industry, Industrial structure, Public utilities.

## 1. Introduction

Since the reform and opening up, China's sports industry has developed rapidly and become a new sunrise industry, and various sports markets have gradually formed. The specific dual economic structure of Chinese society determines that the sports industry will reflect different overall levels in different regions and different social consumption needs in different social strata [1]. Today, with the continuous

development of economic globalization, sports industry, as an emerging industry full of vitality, plays an extremely important role, showing a rapid development momentum in all countries in the world, especially in some economically prosperous countries, the proportion of sports industry in the economy maintains a substantial increase every year [2]. The socialist market economic system and rules are still in the process of continuous improvement, the basic functions of the whole domestic market to the sports industry can not be fully revealed and used, and there are also monopolies or oligarchs in the sports industry [3]. The broad sense theory of institutional change demonstrates that the improvement and development of sports industry market can not be separated from the role of power and political conflict, and the self interested individuals in the market spontaneously form the system to improve social welfare [4]. Today, with the continuous advancement of economic globalization, sports industry, as an eternal sunshine industry, plays an active and active role, showing a strong momentum of development in all countries in the world, especially in some economically developed countries or regions, sports industry maintains a double-digit growth every year [5].

As one of the three major components of China's sports industry, the sports industry has provided continuous power and efficient economic guarantee for the development of China's sports industry [6]. Whether the industrial development is competitive or not can not be solved by qualitative judgment, especially in the face of unbalanced regional resources, conditions and demands, how to improve the competitiveness of the sports industry is the fundamental guarantee for the sports industry to become bigger and stronger [7]. In order to ensure the fairness and justice of the sports market, it is necessary to objectively require the micro-control of the sports industry, and optimize the overall sports industrial structure from two aspects of the structure and layout of the sports industry [8]. In order to promote the optimization of China's industrial structure, we should take the fitness and entertainment industry as the leading industry, drive the overall upgrading of the sports industrial structure, focus on supporting the competition performance industry and sports training industry, and use the competition performance industry to drive the sports intermediary service industry and sports finance and insurance industry [9]. Based on the structural paradigm, this paper makes a comprehensive analysis of the current situation of the development of sports industry theory and practice, and studies the choice of China's sports industry structure and industrial layout policy.

## **2. The meaning and types of industrial structure**

### ***2.1 Output structure of sports industry***

"Sports industrial structure" refers to the technical and economic relations and quantitative proportional relations among various production departments in sports industry, which not only reflects the interdependence and mutual restriction of

production technology between various sports goods and sports service departments, but also reflects the allocation of various sports economic resources in various departments and the distribution of total output value of sports industry in various departments. In reality, monopolistic competition market is a common market structure. The fitness and entertainment market and sporting goods market in the sports industry belong to this type of market. From the regional distribution of research institutions, China's sports industry policy research institutions are mainly distributed in East China and North China. Most of these areas are coastal cities or economically developed cities, occupying an important geographical position, and holding some domestic or international large-scale sports events, which provides a good opportunity for the development of sports industry policy research. The product innovation of enterprises can enhance their monopoly position in the market and obtain excess profits, but the new varieties and new styles of sportswear are easily imitated by other enterprises, and the monopoly position of innovative enterprises is easy to lose. Therefore, only by continuous product innovation can enterprises maintain their dominant position in the market.

The prosperity and development of sports health industry not only promotes the rapid transformation of China's economic development mode, but also further optimizes China's industrial structure while meeting people's growing health needs. Figure 1 shows the development model of urban cohesion.

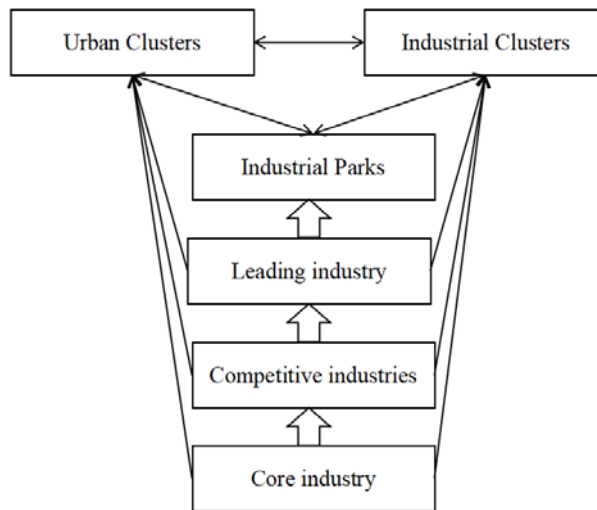


Figure 1 Urban cluster development model

With the constant adjustment of China's economic development system, the development of sports industry should develop from simply seeking planning and quantity to pursuing quality and high efficiency. Starting from improving the internal structure of sports industry and paying attention to solving intrinsic problems, we

should draw up guidelines and policies that are suitable for the structure and industrial layout of China's sports industry at any time. The rationalization of industrial structure has laid a solid foundation for the upgrading of industrial structure, and the upgrading of industrial structure promotes the rationalization of industrial structure at a higher level. The research content of sports industry is the relationship between enterprises and market in sports industry under the condition of market economy, that is, the relationship between competition and monopoly among enterprises in industry. The output value structure of sports industry includes external structure and internal structure. External structure refers to the proportion of gross output value of sports industry to gross national product, which reflects the position and role of sports industry in various industries of national economy and the overall level of sports industry. Internal structure refers to the distribution of various output values within the industry, which is an important indicator to measure whether the internal structure of sports industry is coordinated. The change law of external structure of sports industry can be confirmed from the statistical data of sports industry. In the industrial structure of national economy in developed countries, the gross production value of sports industry occupies a more important position in GDP.

## ***2.2 Employment structure of sports industry***

According to the statistical investigation of sports industry in some provinces and cities in China, the employment population in sports industry is on the rise rapidly, especially in the fitness and entertainment industry, while the employment population in sporting goods manufacturing industry has not changed much, and even declined in some provinces and cities. The current development theory will greatly affect the interests of its operating group in formulating, conducting, manipulating, supervising and evaluating the final results of the sports industry policy. Therefore, it is necessary to strengthen the observation of the policy transmission process, and further deepen the microcosmic category to each microcosmic individual category. The influence of regional sports demand on competitive advantage is realized through the structure and nature of buyers in the region. From the logical process, the competitiveness of regional sports industry is the comprehensive ability and quality that a region has competitive advantage compared with other regions determined by the comprehensive action of the above five factors. As a whole, the structure of China's sports industry market tends to be discrete, and the difference between sports goods and efficiency is low. The characteristics of each sports brand are not particularly obvious, and the similarity between the main products of each brand is high. The better the sports management effect and the ideal location condition of a region, the stronger the regional sports demand, the higher the regional sports income and the greater the competitiveness of the regional sports industry. The imbalance between the demand for sporting goods and other aspects and the actual market supply still exists, which leads to stronger obstacles in the difficult construction of China's sports industry structure, thus making China's sports industry planning struggle for a longer time in the chaos of system and norms.

### **3. The policy choice of sports industrial structure optimization**

#### ***3.1 Changing the cognition of practical education***

In the era of planned economy, sports in China is a social public welfare undertaking funded by the government's full financial allocation, and its industrialization degree is very low. With the transition from planned economy to market economy, China's sports market has gradually formed and the sports industry has developed rapidly. Investment structure is an important issue in the research of sports industry structure, and the adjustment of sports industry structure mainly starts with the adjustment of investment structure. Adjusting the investment structure will influence and determine the production and consumption relationship, regional distribution and the trade-off relationship among various industries in a country in the future. Regional residents' interest in sports and the development degree of regional sports market can show local residents' support for sports industry, which will inspire the core competitiveness of a regional sports industry. Good regional natural resources are conducive to promoting the development of regional sports industry, which can not only stimulate the consumption of sports products by residents in the region, but also attract sports enthusiasts and tourists from outside the region to participate in local sports consumption, thus promoting the development of local sports industry. Because of the large land area, some infrastructures are distributed on the edge of cities, and without the support of auxiliary services, the basic guarantee of industrial development is particularly important.

#### ***3.2 Create a good environment for practical education***

In a sense, regional sports resources will affect the supporting factors of regional sports, and in turn, the supporting factors of local sports development will accelerate the development and rational use of sports resources, so there is a strong correlation between them. Colleges and universities should publicize all kinds of policies of the party and the state on educating people by practice and encouraging college students to innovate and start businesses, and fully improve the cognition and understanding of educating people by practice from school leaders, teachers and students. The improvement of competition degree of sports industry market structure starts from private sports enterprises and coastal areas with high degree of marketization, and gradually spreads to sports enterprises of various ownership types nationwide. The level of economic development and consumption capacity can improve the taste of sports development in a region that may not be endowed with high resources in terms of sports capital investment, improvement of sports infrastructure, development of sports resources and sports-related products, renewal of sports services and advancement of sports management, thus creating the contribution of sports industry. Colleges and universities should further enhance the educational concept of practical education, continuously strengthen the cultivation of students' practical ability and

innovative and entrepreneurial ability, and establish the idea that education serves the growth and success of learning. The supporting factors for the development of sports industry include the auxiliary facilities and services provided by sports auxiliary industries, and some positive factors that promote the development of sports industry, which provide strong support for the development of sports industry. Diversification of property right structure and internationalization of business model of sports enterprises have greatly promoted the optimization of market structure of sports industry in China.

#### **4. Conclusions**

The structure of sports industry can be indirectly reflected by the output value structure, employment structure, investment structure and demand structure of sports industry. The supporting factors for the development of sports industry include the auxiliary facilities and services provided by sports auxiliary industries, and some positive factors that promote the development of sports industry, which provide strong support for the development of sports industry. In order to promote the optimization and rationalization of China's sports industry structure, the development of China's sports industry should take the fitness and entertainment industry as the leading industry, and promote the overall upgrading of the sports industry structure through the leading industry. Because of the establishment of socialist market economy, Chinese society has now formed huge and regional interest groups, which have a great influence on the formulation, transmission and implementation of relevant industrial policies. These interest groups are a game connection with each other, so the policy worked out is actually a product that makes competition tend to be balanced. Sporting goods manufacturing industry should play the basic role of market allocation of resources and avoid unnecessary administrative intervention. The government can standardize the layout of sporting goods manufacturing industry in the aspects of environment, hygiene and industry standards.

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