

Problems and Countermeasures of High-Quality Development of Chinese Sports under Supply-Side Structural Reform

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Abstract: *The main contradiction in China is the contradiction between the people's ever-growing needs for a better life and the unbalanced and inadequate development. Since the reform and opening up, China's comprehensive national strength in politics, economy, culture, etc. has been continuously improved, but the problems that have arisen are imbalance and insufficiency. This problem affects some people's entry into a better life. Focusing on the field of sports, the main problems are: first, in terms of regions, the development of sports has appeared unbalanced; second, in the field of sports, the development of sports has appeared unbalanced; third, in the field of sports in terms of itself, the development of sports itself is not sufficient; fourth, in terms of sports participation, sports participation is not sufficient. Therefore, it is necessary to start with the supply-side structural reform to provide impetus and vitality for the development of sports and promote the high-quality development of sports. On the national side, strengthen the macro-control of sports development; on the social side, promote the power and vitality of sports development; on the enterprise side, optimize the supply of sports products by enterprises.*

Keywords: *high-quality development of sports; supply-side structural reform; existing problems; countermeasures*

1. Introduction

On September 22, 2020, General Secretary Xi Jinping pointed out in a symposium held by experts in the field of education, culture, health and sports: "Sports is an important way to improve people's health, and it is a way to satisfy the people's yearning for a better life and promote people's all-round development. It is an important means of promoting economic and social development, and an important platform for demonstrating the soft power of national culture." Looking back on the development of sports in China, sports are developing rapidly at an alarming rate, and have achieved brilliant achievements. After the successful holding of the Beijing Olympic Games, preparations for the Winter Olympics are underway; through table tennis to conduct "ping-pong" diplomacy, the women's volleyball team has won five consecutive championships to establish the "women's volleyball spirit". However, there are also some problems in the development of sports in China. Competitive sports have developed rapidly under the leadership of the "nationwide system", but the power of the whole country has also caused many obstacles to enter the competitive sports and the exclusion of other forces [1]. Through the research of Zhao Yilong and Dai Tenghui, it is found that the development of sports in China is extremely unbalanced. The development of sports in eastern regions is higher than that in western regions, and the development of sports in urban areas is higher than that in rural areas [2]. There is an imbalance in the formulation of policies related to the sports industry, the lack of support policies for the sports industry and the low level of execution. And each department is relatively independent, and there is no unified organization and coordination mechanism [3].

Summarizing many problems, the main contradiction of China's sports is the unbalanced development of sports regions and events, and the insufficient development of sports itself. Supply-side structural reform is the main idea of China current economic transformation, and it plays an important role in meeting the needs of the people for a better life [4]. The development of socialism with Chinese characteristics in the new era must follow the path of supply-side structural reform, providing high-quality sports venues, high-quality sports services, and high-quality sports facilities to promote the development of sports and meet the demand of public interest in sports [5].

2. Supply-side structural reform and high-quality development of sports

2.1 The concept of supply-side structural reform

A school of supply-side structural reform arising from the theory of classical economics is called the supply school. China's supply-side structural theory is formed on the basis of the Marxist theory of social reproduction. What he emphasizes is the relationship between supply and demand, focusing on both demand and supply, and improving the quality of supply to meet the needs of the people [6]. Supply-side structural reform can be simply summarized into three advantages: first, under the current main contradiction in China, supply-side structural reform can promote balance and full development; second, consider the relationship between supply and demand, improve the level of supply, strengthen the quality of supply, so as to produce products that meet the needs of the people; third, from the perspective of production and consumption, by producing high-quality products to promote, stimulate and attract people's consumption. Based on the above advantages, from the perspective of supply-side structure, the author puts forward suggestions for the high-quality development of sports in China.

2.2 The concept of high-quality development of sports

What is the high-quality development of sports? On September 17, 2019, the General Office of the State Council issued the "Opinions on Promoting National Fitness and Sports Consumption to Promote the High-quality Development of the Sports Industry" (hereinafter referred to as the "Opinions"), stating that "it is necessary to strengthen the guarantee of sports industry elements, stimulate market vitality and consumption passionate, promote the sports industry to become a pillar industry of the national economy, actively implement national fitness actions, and make regular participation in physical exercise a way of life [7]. From the opinions, we can easily see that sports Industry plays an important role in the high-quality development of sports. Sports industry refers to the collection of the same type of economic activities that provide sports products for the society and the synthesis of similar economic sectors [8]. The various elements in sports are subdivided into related industries such as the construction of sports venues, the construction of sports facilities and equipment, and the provision of sports services. At present, the research on the high-quality development of sports mainly includes the research on the dilemma and path of development; based on the perspective of "quality and benefit as the center" [9]. From the perspective of supply-side structural reform, the author analyzes the problems existing in the high-quality development of China sports industry, and provide a new path for the high-quality development of the sports industry.

3. Problems arising from the high-quality development of sports in China from the perspective of supply-side structural reform

Since the founding of the People's Republic of China, China's sports have developed rapidly and achieved brilliant results. However, some problems have also appeared on the road of rapid development. On the one hand, the existence of these problems has seriously affected the development of sports in China to a higher level, and on the other hand, it has also affected the satisfaction of the Chinese people with sports. Therefore, it is very important to analyze the problems existing in the development of sports, which provides a valuable basis for the future development of sports.

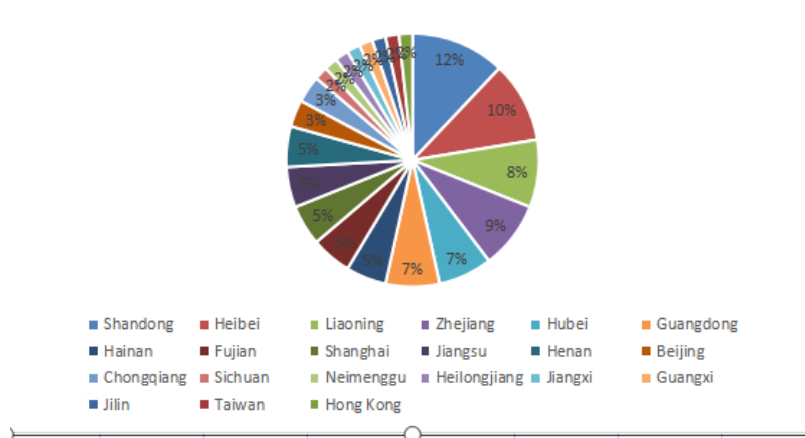
3.1 Geographically, there has been an imbalance in the development of sports

There is unbalanced sports development among regions. In terms of sports funds, the development of competitive sports has appeared the phenomenon of "high east, flat middle, and low west". The areas with the most per capita sports funds and the areas with the least per capita sports funds are almost several times different [10]. Under the competitive sports developed by the "nationwide system", the eastern and central regions have won a large number of medals, while the western regions have won very few medals, and even some provinces have zero gold medals [11]. Take the 2021 Tokyo Olympics as an example, as shown in Table 1.

There is unbalanced sports development between urban and rural areas. In the process of rapid urbanization development in China, a large number of economic, cultural, technological and so on poured into cities and towns, but it is undeniable that there are still a large number of people living in rural areas of our country. However, most of the construction of sports venues in China is concentrated in urban areas, and the area occupied by urban sports venues is twice that of rural sports venues [12]. In

the construction of rural sports services, the number of sports social instructors is also very small, accounting for only 10% of the national social instructors. Sports public services in rural areas are lacking, and rural people's satisfaction with sports is also low [13].

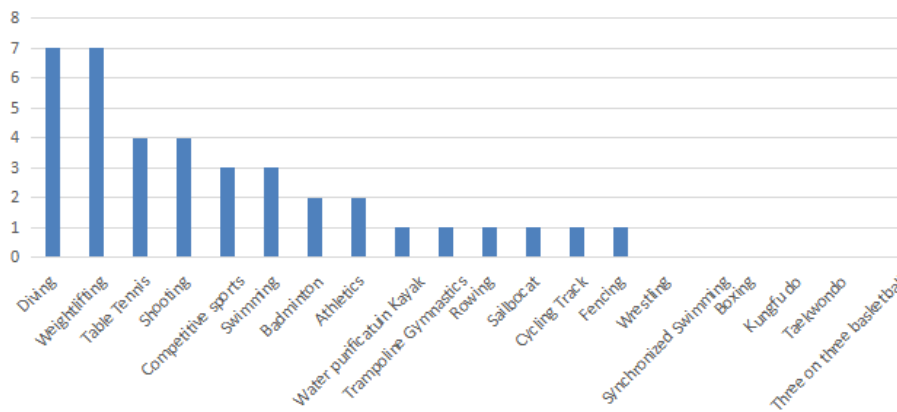
Table 1: Provincial gold medal list by place of origin



3.2 In the field of sports, the development of sports has appeared unbalanced

The development of sports programs is uneven. Under the leadership of the “nationwide system” and under the guidance of the Olympic Glory Program, China has formed a management system for the purpose of winning Olympic gold medals and shining brightly in the arena. In order to win the gold medal, China’s key training program can win the championship through a lot of time accumulation. It has formed six major sports advantageous events in China, namely weightlifting, table tennis, badminton, shooting, diving, and gymnastics. The number of medals accounts for about the gold medal, 70% of the total. The number of missing gold medals in other events is very small [11]. Taking the 2021 Tokyo Olympics as an example, as shown in Table 2.

Table 2: Distribution of gold medal items in 2021 Tokyo Olympic Games



The development of social sports and competitive sports is unbalanced. There is an article about the Olympic gold medal that resonated with the people, called “The Trap of the Olympic Gold Medal”. The article analyzes the “gold content” of China’s gold medals. China spent a total of 20 billion yuan in preparation for the Athens Olympics, and China itself won 32 gold medals at the Athens Olympics. The number obtained by dividing 200 by 32 is 6.25, which means that it takes about 625 million yuan to cultivate a gold medal. It can be seen that China’s investment in competitive sports has been “diluted” compared with social sports [14].

3.3 In terms of sports itself, the development of sports itself is not sufficient

In terms of the sports industry, the overall economic value of the sports industry is much lower than that of other service industries, and the total GDP of the sports industry needs to be improved urgently. In 2016, the total output of China's national sports industry was 1.9 trillion yuan, accounting for 0.8%

of the domestic GDP. Compared with Western countries, the total GDP of China's sports industry is very small [15]. At the same time, the overall economic value of the sports industry is also very small compared with the total production of other entertainment, culture and other industries in China.

The supply of sports products is also very insufficient. Taking the construction of sports venues as an example, in terms of the number of sports venues, the number of sports venues owned by an average of 10,000 people is 12.45. In terms of the area of the sports field, the average area of the sports field that can be allocated to each person is 1.46 square meters, and there is a phenomenon of low utilization rate [16], as shown in Table 3. Not only the shortage of sports grounds, but also the construction of sports facilities, the provision of sports services, the provision of sports courses, and the investment in sports-related equipment.

Table 3: Statistical analysis of the data of the sixth national sports ground census

Statistical indicators	Data
The total number of sports venues in China (10,000)	169.46
The total land area of national sports venues (100 million m ²)	39.82
The total construction area of national sports venues (100 million m ²)	2.59
The total area of sports venues in China (100 million m ²)	19.92
Sports area per capita(m ²)	1.46
Number of sports venues per 10,000 people (pieces)	12.45

3.4 Insufficient participation in sports in terms of sports participation

The number of people participating in sports is low. Sports population refers to a statistically significant social group that regularly engages in physical exercise, fitness and entertainment, receives physical education, participates in sports training and competitions, and other sports that are closely related to sports in a certain period of time and in a certain region [17]. By reviewing relevant literature, the proportion of the population who often participates in physical exercise in China is low. Compared with European and American countries, China's sports population is even smaller. In youth sports, the number of physical education classes is also low [18]. There is still a shortage of teachers in physical education classes, and cultural classes take up classes that are not bright.

Enterprise units are insufficient in sports guidance, investment and construction. In China's enterprise units, employees' participation in sports has the characteristics of "infrequent frequency, short time, and insufficient organization and management". There are four main factors restricting the development of sports in enterprise units, namely structural constraints, interpersonal constraints, family constraints and limit self-indulgence [19]. Many companies focus more on the interests of the company, while ignoring the health of their employees. At the same time, in order to reduce the cost of enterprises, enterprises rarely actively build and maintain sports venues and facilities.

4. Research on countermeasures for high-quality development of sports from the perspective of supply-side structural reform

In the process of sports development, it is necessary to give play to the role of the market, so that the market plays a decisive role in the allocation of sports resources, and at the same time, it is necessary to give full play to the role of the government's macro-control. The combination of the government and the market is the basic principle for sports development [10]. Starting from the supply-side structure, the state plays the role of macro-control to promote the development of sports; the power of the social development market injects vitality into the development of sports, and uses sports culture to strengthen the concept of people's participation in sports activities; enterprises should optimize sports products, provide sports services, sports training, etc., to attract people to participate in sports activities.

4.1 At the national level, strengthen the macro-control of sports development

China is a country with a socialist system, and the party's purpose is to serve the people wholeheartedly. Therefore, the development of sports in China should give full play to the role of public welfare and coordinate the relationship between economic and social benefits, so as to meet the needs of the people for sports. The state should play the role of macro-control to promote the balanced and full development of sports.

First, the government should strengthen the guidance of policies. On the issues that the east is high and the west is low, and the cities are high and the villages are low, the policy should increase the support for sports backward areas, increase the construction of sports venues and sports facilities in "outside, far, poor and poor" areas, strengthen the special training of rural sports social instructors to provide guarantees for correct exercise in western and rural areas. Second, deepen the institutional innovation and reform of sports, partially reduce or exempt the transaction costs of sports in the market, lower the standards for enterprises to enter the sports market, reduce the formalities for enterprises to set up sports events, and stimulate enterprises to carry out sports for public welfare or low profitability. It provides new impetus and vitality for the development of sports. Third, the transformation of government functions. The government used to be a "paddler" in the development of sports, and the government should be transformed into a "steerer". The former government-led mandatory top-down management model has been transformed into a market-led multi-faceted joint promotion of sports development.

4.2 In the social aspect, the driving force and vitality to promote the development of sports

From the perspective of supply-side structure at the social level, correctly handle the relationship between supply and demand, and provide supply from the perspective of demand. Through the vitality of the market, the establishment of sports-related enterprises and other measures to change the people's concept of sports, form a correct idea of physical exercise, and join in physical exercise.

First, in the market economy, improve the vitality of the sports market itself. Sports should form its own enterprise, from small and medium-sized micro-enterprises to sports industry groups, and then to the development of the sports industry step by step. In the sports market, a variety of supply methods are provided to meet the needs of the people for sports. Second, develop and strengthen the power of sports social organizations, organize and hold sports social activities, events, etc. through the power of sports social organizations, create sports social culture, and thus strengthen people's belief in participating in sports activities. At the same time, various sports social organizations will also provide a variety of sports products and services to the society to meet the people's needs for sports. Third, deal with the relationship between supply and demand. Starting from demand, continuously improve the quality of supply to meet the needs of the people. It is also necessary to continuously strengthen the reform and innovation of supply, so as to promote people's consumption for sports.

4.3 On the enterprise side, optimize the supply of sports products

The enterprise is the direct supplier of the people's sports products, and the enterprise provides the people with physical education, sports services, sports hygiene, sports health, sports medical treatment, etc. By improving the quality of sports products, people can enjoy a more comfortable sports environment, so as to promote people's participation in sports activities.

First, strengthen the construction of physical education. Any sport needs to be learned, the correct way of exercise can promote people's physical health, while the wrong way of exercise can damage the body. Physical education includes not only project education, but also sports injury education, sports medical education, and sports biomechanics education. Second, cultivate high-quality sports talents and provide high-level sports services. Standardize the sports talent training program and cultivate sports talents in different fields. Train sports social instructors to guide people in sports activities; train sports coaches to properly guide sports; train sports medics to promote the recovery of sports injuries. Third, create a healthy, hygienic and comfortable sports environment. There must be suitable sports venues for sports activities. Sports venues provide a guarantee for the performance of sports activities, and the venues of sports activities also affect the mood of fitness people. Therefore, a more hygienic and comfortable sports environment will also encourage people to stick to sports activities.

5. Conclusion

The development of sports must adhere to Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, the important thought of "Three Represents", the Scientific Outlook on Development, and Xi Jinping's Theory of Socialism with Chinese Characteristics for a New Era, and promote the high-quality development of sports. Analyze the problems existing in China sports industry, find out the imbalance and inadequacy of China sports development, and grasp the contradictions to improve quality development from a supply-side structural perspective. First, the macro-level plays the role of

the government's macro-control, and uses the coercive force of policies to strengthen assistance to the "frontier, remote, poor and poor" economically underdeveloped areas; second, the meso-level plays the role of the market economy and establishes sports social organizations to provide power and vitality for the development of sports; thirdly, micro-level enterprises strengthen the supply of all aspects of sports, and provide high-quality sports facilities and high-quality sports services.

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