

Research on Supply-side Structural Reform of Digital Service in Sports Health Industry

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ABSTRACT. *This paper extends the application of supply-side structural reform to the category of digital service in sports health, analyses the changes of the reality of the national sports health strategy in the process of implementation, provides solutions for assisting and improving sports health service, and puts forward basic ways to improve the effectiveness of supply-side structural reform. .*

KEYWORDS: *Sports Health; Internet; Digitalization; Supply-Side Structural Reform*

1. Introduction

With the establishment and improvement of digital service operation system, the three-dimensional development program of sports health industry has also changed. In order to strengthen the current operational efficiency of the sports health industry, improve the personalized digital operation platform, and further improve the current situation of the supply-side industry chain, we need to put forward a complete optimized development plan for the digital service mode of the sports health industry.

2. Development status of sports health industry

After the reform and opening up, the sports industry has achieved considerable development. Although it has got rid of the restriction of planned economy, there are still obvious problems. At a lower level, the small sports industry has not been effectively improved. Compared with the United States and other big sports countries, the value of sports industry accounts for 3% of the total GDP, while the value of Chinese sports industry is less than 1%, a similar situation is evident in the health industry. From this, we can see that the industry chain of sports health industry has already emerged in the world, but it still has great development potential and progress space in China. As a contemporary sunrise industry, sports health industry has played a more and more crucial role in promoting economic development. In addition, it can drive the overall development of other industries and economy[1]. Its development will also create greater demand for the number of employees and play a positive role in solving regional employment and other livelihood issues. Sports health industry is originally the result of the integration of sports industry and medical health industry. In the new era of organic integration of

sports industry and health industry, their relevance is still very important. For example, the impact of sports competition on regional economic construction, as well as the health industry, especially sports health, has a close relationship with the pharmaceutical industry.

The world economy has stepped into the era of globalization, and the development of sports and health industry has gradually stepped into the international category. With the deepening of the internationalization process, sports and medical enterprises that have a certain impact on the international market play an important role in opening up the global market and occupying market share. Compared with the developed environment abroad, the total output value of China's sports and health industry is relatively low, but the development speed is rapid and the market demand is extensive. Restricted by the traditional environment, problems such as lack of standardized industrial management system, lack of professionalism in the sports and health industry model, and low efficiency in promotion have not been solved. With the digital technology entering the field of economic system and cloud computing, the application of big data is imperative. Otherwise, there will be a chain problem which is not conducive to the sports health industry[2].

3. The influence of big data technology on the development of sports healthy industry

The application of advanced scientific data technology and information technology can improve the efficiency of industrial operation and realize the exploration of the potential strength of industrial economy. Through the rational use of digital services, the number of available service products is greatly increased, which ensures the accuracy and individualization of business model. At the same time, it has also completed a creative breakthrough in the enterprise development process. With the continuous breakthrough of Internet and digital technology, the new appearance of sports health industry management mode has been realized. At this stage, a large number of over-the-counter capital has been involved and cross-border integration between different industries has been completed. Using big data to generate sports health data and medical health data, the purpose of extending the sports health industry chain is achieved, and the value of sports health industry is deepened and rebuilt. Digital services have completed the development of market space, accompanied by the development of a large number of new commercial products, combined with cloud computing services, Internet assistance, AI mobile technology and other comprehensive applications, effectively help the public to carry out special fitness campaigns and health management services to meet the different health needs of the public[3].

4. Digital communication strategy of sports healthy industry under the background of supply-side reform

On November 10, 2015, xi jinping, general secretary of China, first proposed the concept of "supply-side structural reform" at the central financial and economic

leadership group meeting. The meaning of “supply-side reform” includes two core concepts: first, to solve the “contradiction between supply and demand” in China's economic growth. Secondly, the supply reform should change the development mode, establish the priority mode of supply growth, strengthen the high-quality supply of the production sector, pay attention to the structural reform from the supply perspective, focus on the transformation and upgrading of the economic structure, and ensure economic growth. On the basis of sustainable economic development and improvement of people's living standards, we can also summarize some existing problems of digital service in sports health industry from the perspective of supply-side reform. The level of the supply side is still backward, the development is of little significance, the service form is too old, leading to insufficient quality of the supply side, long-term supply can not meet the demand. In terms of demand, it cannot meet the public's continuous cognition and excellent service experience, and the ineffective digital service seriously exceeds the public's needs. Therefore, changing the demand for communication and understanding and improving the quality of supply have become the key issues in the digital service reform of the sports and health industry[4].

First of all, we should adhere to the principle of regarding users as service centers and solve the contradiction between supply and demand. Audience or user, as the demander of digital transmission of sports health, is the center of digital service process. Government, technology, market and media are digital communication providers. Obviously, all digital service activities should be designed to meet the spiritual and cultural needs of users themselves. Therefore, only by determining users' demand for digital media according to users' requirements, can we realize the value of digitalization and solve the contradiction of “unequal supply-demand relationship” in essence. Secondly, we should implement the principle of “five major developments” and solve the contradiction of insufficient supply of high quality. At the Fifth Plenary Session of the Central Committee of the Communist Party of China, Comrade Xi Jinping systematically expounded the principles of innovation, coordination, green, open and sharing of the “five major developments”, which had a long-term key impact on China's development concept, mode and path. Adhering to the “Five Development Ideas” to promote the development of digital sports health service industry can solve practical problems such as weak communication, inadequate communication value, inadequate service guiding ideology and strategic guiding methods, and low quality supply, and thoroughly solve loopholes in the structure, system and mechanism of supply.

5. Conclusion

Nowadays, the reform of sports health industry is imminent. After the above demonstration, starting from the supply side, the digital process can be more efficient and perfect to the international level. Digitalization is the general trend and direction of most industrial reforms nowadays. This paper roughly analyses and puts forward some methods of how to better integrate digital services into sports health

industry, which provides a research basis for the development direction of this industry.

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