

Research on the Development and Trend Prediction of China's Sports Industry Based on Organizational Structure

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ABSTRACT. *With the rapid development of China's economy and society and the rise of the national fitness boom, the status of sports industry has become particularly important, which is related to the national plan, the people's livelihood and the improvement of the national physical fitness. Sports industry, as an important economic and cultural industry, needs to quickly integrate into the market reform environment under the influence of the new economic normal, and take the initiative to meet new challenges and opportunities. The development of sports industry will stimulate people's enthusiasm for participating in sports and promote the further improvement of people's physical health. The development of China's sports industry is the inevitable trend of scientific development view, national economic development and strategic goal of sports power. Starting from the concept of sports industry and the current development status of China's sports industry, this paper studies and summarizes the development characteristics of China's sports industry based on the organizational structure, and analyzes the new trends of the future development of sports industry.*

KEYWORDS: *Sports industry, Development trend, Market reform.*

1. Introduction

With the rapid development of China's economy and society and the rise of the national fitness boom, the status of sports industry has become particularly important, which is related to the overall plan of the country, related to people's livelihood, and closely related to the improvement of national physical quality [1]. In today's comprehensively deepening reform, the sports industry should timely adapt to the challenges brought about by the change of economic and political environment, actively respond to the call of the central government on the development of sports industry, take into account social benefits while pursuing market and economic

benefits, and timely make new changes and adjustments in the development strategy and specific development measures of the industry [2]. With the rapid growth of China's economic development and the adjustment of industrial structure, the value and role of sports industry has become increasingly prominent, and the role of sports industry in promoting economic and social development has become increasingly significant [3]. As an important economic and cultural industry, under the influence of the new normal economy, sports industry needs to quickly integrate into the environment of market reform and actively meet new challenges and opportunities [4]. Although China's sports industry started late, its development momentum is very strong and has a large space for development. The state's attention and support to the sports industry are gradually increasing. Under this background, the analysis of the development status and development trend of China's sports industry shows that China's sports industry is developing in the direction of branding, collectivization, intellectualization and internationalization [5]. The development of sports industry has risen to the national level and will be one of the pillar industries in China's economic development in the future [6]. Accurate and scientific prediction of the development of sports and related industries is conducive to the government's formulation of relevant policies and development plans, and to the prospect of sports consumption market [7]. This paper summarizes the development trend of China's sports industry from the current concept of sports industry.

2. Current situation of sports industry development

2.1 Good opportunities for sports industry development

With the development of the times, sports industry has become an important industry to meet the needs of people and social progress. After a long period of development, it has become an important pole in China's economic growth, and it also plays a role in promoting other industries. With the development of information globalization, China's sports industry has received international help in capital and technology, but it is also facing various challenges and enormous pressure. How to take effective solutions to this challenge is the main problem facing the sports industry. With the growing scale of China's sports industry, the structure of China's sports industry has gradually become scientific and comprehensive, and a reasonable industrial structure has a positive effect on the overall development and progress of the industry [8]. As an industry that pursues both economic and market benefits and certain social benefits, sports industry needs constant coordination between the government and enterprises in its development process. Table 1, for example, lists the reasons for unwilling to engage in sports activities and the problems that must be solved in participating in sports activities.

Table 1 Survey results

Reasons for unwillingness to engage in sports activities	No sports facilities	Heavy work, physical and mental fatigue	Don't know how to exercise	No interest	Lack of economic strength
Problems that must be solved in participating in sports activities	Field equipment	With guidance	Have economic conditions	With company	Overcome inertia
Sorting	1	2	3	4	5

In China's sports industry, the structure of employees is out of balance, and the proportion of people in sports manufacturing industry is declining. The development of sports industry can widely absorb unemployed groups and provide jobs, because sports industry has the characteristics of large scale and wide coverage, and involves many kinds of service industries, which is an effective way to solve the labor industry.

2.2 The overall scale of the sports industry has further expanded

The growth rate of sports industry compares the changes in the reporting period with the changes in the previous period, that is, the base period, and obtains an abstract data and changes, which can help us understand the development law of sports industry, at the same time, it also has an important impact on the policy-making of government departments, and can help establish and adjust more targeted development strategies. From the unique scale coverage of sports industry, the socialization, industrialization, industrialization and regionalization involved will be greatly developed [9]. From the unique structure of sports industry itself, it is constantly improving and upgrading, and it has new growth points in accelerating the growth of national economy. Its role is very significant, so its position in national economy is also very important. To a certain extent, the number of employees in sports industry shows the development and progress of sports industry, which reflects the scale and level of national sports industry in a certain period, and shows the use of labor resources and employment promotion in sports undertakings.

3. Characteristics of sports industry development

As an important tertiary industry, sports industry plays an important role in the socialist market economy system. Influenced by the economic development and the increase of people's demand, China's sports industry shows the characteristics of continuous expansion in overall scale. Comrade Xi Jinping once pointed out: "We must accelerate the pace of strategic challenges in the economic structure and conform to the trend of the times." Although the output value of China's sports industry continues to increase, its overall growth rate has slowed down. A large

number of sports industry practitioners, such as sports fitness coaches, sports service consultants, athletes, sports facilities construction and so on, are attached to different sports industries, which inject strong vitality into their development and progress and provide them with solid personnel security.

4. Development trend of sports industry

With the improvement of people's consumption level, people will choose branded industries in the process of purchasing products, and international products have become people's first choice. In modern society, the development of network technology will bring new vitality to the development of sports industry, and the sports industry will increase the research and development of network information technology. In the future, the "internet plus" model will be more applied and reflected in the sports industry, and more modern enterprises will play a more important role in the development of sports industry. The scale of China's Internet sports industry will continue to expand, and more sports facilities and sports services will rely on technology to achieve new development. At the same time, the government will participate in the construction activities of "internet plus" sports industry together with enterprises.

The overall development scale of sports industry-related enterprises in China is relatively small, and enterprises are still at a disadvantage in resisting market risks, and their competitiveness in the whole market is still relatively small. Due to the macro-control of market economy and the support of new policies, sports competitions in China will be fully developed in the future, which will play a decisive role in the market, that is, demand determines development, and the competition experience, competition and other needs of Chinese people will be met in the future [10]. In the whole market, cooperation and competition will be formed between enterprises, so that enterprises can make full use of various resources in the market, achieve the purpose of development, and reduce the products consumed by enterprises in production and operation. From the perspective of development, we should find out the factors of unreasonable structure and unbalanced development of sports industry itself, and the reasons of unreasonable and unbalanced development, so as to formulate corresponding and effective policies that are in line with the development of sports industry.

5. Conclusions

Sports industry is an important tertiary industry to meet the needs of sports activities and consumption of the masses. In the new period, the development of sports industry is an important content to ensure the continuous development of people's livelihood services, which meets the needs of the public to participate in sports activities and obtain sports products and services, and is an important part of our national economy. To a certain extent, the number of employees in sports industry

shows the development and progress of sports industry, which reflects the scale and level of national sports industry in a certain period, and shows the use of labor resources and employment promotion in sports undertakings. The state attaches importance to and supports the sports industry gradually, but the overall scale of China's sports industry is small, and the industrial structure needs to be adjusted. In the whole market, cooperation and competition will be formed between enterprises, so that enterprises can make full use of various resources in the market, achieve the purpose of development, and reduce the products consumed by enterprises in production and operation. In the development of sports industry, it is a powerful means to realize the development goal and evaluation basis of sports industry by perfecting its internal structure, improving the balanced level of development and adjusting the ability of market monitoring.

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