

Research on the integration of sports industry and pension industry under the background of population aging

Wang Wenrui

Taishan College, Tai'an, Shandong, 271000, China

Abstract: An aging population is both a challenge and opportunity for social development, on the one hand, pension market is relatively perfect, pension institutions and beds is not enough to cover all the elderly groups, on the other hand gradually increase the elderly groups brought new consumer groups and patterns, can develop space is very considerable, the integration of sports industry and pension industry is a new development direction. This paper will conduct the research on the integration of sports industry and pension industry, first analyze the significance of the integration of sports industry and pension industry, then study the integration of sports industry and pension industry, and finally discuss how to improve the integration of sports industry and pension industry.

Keywords: Population aging; sports industry; pension industry; industrial integration

1. Foreword

The aging of the population is mainly affected by the decreased birth rate and the increased life expectancy, leading to the gradual increase in the proportion and number of elderly people over 60 years old in the total population ^[1]. This brings great challenges to the pension capacity of government departments. Pension not only guarantees the basic living needs of the elderly, such as food, clothing, housing and transportation, but also should take into account the personalized needs of the elderly, such as leisure sports. The integration of sports industry and pension industry provides a new development direction for the development of pension work, which can not only make the elderly exercise, but also protect the mental health of the elderly group.

2. Analysis of the significance of the integration of sports industry and pension industry

2.1 The sports industry helps with the transformation and upgrading of the pension industry

With the advancement of the degree of aging, the number of elderly groups in China is increasing, and the demand for pension is becoming increasingly rich and diversified ^[2], The traditional pension model is no longer able to meet the needs of the elderly group, and the pension industry needs to find a new development direction for transformation and upgrading. Sports industry and pension industry, for the development of pension service enterprises guide the new direction of development, inspire product development inspiration, launched new sports pension products and services, on the one hand, to broaden the business scope, help the long-term development of the enterprise, on the other hand, let the elderly have more pension service choice. In addition, in the process of the integration of the sports industry and the pension industry, the funds and resources of the sports industry also pour into the pension industry to promote the transformation and upgrading of the pension industry.

2.2 The pension industry helps the sports industry to expand the market

The aging of the population means that the elderly group in China is gradually increasing, and the economic benefits brought by the elderly consumer groups are also growing rapidly, which provides sufficient impetus for the development of the pension industry. With the pension industry and sports industry, for sports industry enterprise competition and development opened up a new field, attracted more old people buy sports products and services, expand the scope of the sports industry, effectively reduce the risk of sports industry enterprise development, open up a broader market for the sports

industry, attract more external capital and resources, promote the benign development of the sports industry.

3. Integration form of sports industry and pension industry

3.1 Penetration and fusion

The penetration and integration of the sports industry and the pension industry can not be realized simply by the combination of the two industries, but should be permeated and integrated under the development of the two industries through in-depth understanding of the characteristics of the two industries. First, sports related government departments or enterprises can organize sports activities for the elderly according to the regional sports types of the elderly, such as square dancing competitions, diabolo competitions, and Asian Games themed sports activities for the elderly. By organizing sports activities for the elderly, on the one hand, it attracts the elderly groups to participate in the sports activities, which not only exercises, but also gives the elderly the opportunity to communicate with their peers for mental health; on the other hand, it meets the sports needs of the elderly groups and provides them with more sports opportunities and activities^[3]. In addition, enterprises can also carry out corresponding product innovation according to the content of sports activities according to the needs of the elderly, so that the use of sports goods is more suitable for the elderly, and lay a foundation for the integration of the sports industry into the elderly industry. Second, combined with the tourism needs of the elderly sports industry and tourism health industry, sports industry can be combined with the local tourism advantage for pension product innovation, planning and design with sports, tourism, pension and other characteristics of sports tourism health base, in the base planning, should combine the elderly body condition for relatively flat sports such as forest walking, short climbing, lake fishing, etc., on the one hand, ensure the safety of the elderly in the sports, on the other hand let the elderly enjoy tourism at the same time have the effect of sports fitness. Third, nursing homes can carry out appropriate sports for the elderly in daily life care.

3.2 Recombinant and fusion

The reorganization and integration of the sports industry and the elderly care industry is mainly by recombining the products of two different industries according to the same standards. First, develop the fitness intelligent equipment suitable for the elderly group. Intelligent fitness devices for the elderly can be appropriately adjusted according to sports software, smart sports bracelets, watches and other devices combined with the body data of the elderly group. Fitness intelligent devices can monitor the elderly daily body data, sleep and exercise heart rate, and the data information real-time synchronization to the family's mobile phone, family to understand the physical condition of the elderly, at the same time, when the body data abnormal, can be pushed to the family phone and alarm, emergency platform, avoid the elderly accidents to rescue in a timely manner. Second, the establishment of sports venues for the elderly services. Through discussions with the elderly sports association and sports venues, the government departments integrate the sports industry to add places suitable for the elderly to exercise, and recruit fitness guidance volunteers among the sports industry practitioners, so that more elderly groups can enjoy high-quality sports environment and guidance^[4]. Third, the leisure sports services of the elderly group reorganize sports tourism and pension tourism, find the common points and differences of the two tourism modes, break the barriers of the two tourism modes, and carry out the research and development and promotion of new products. Fourth, as the elderly sports consciousness, the elderly are more willing to participate in sports, it is to meet the elderly elderly sports activities and fitness venues and the quantity and quality of the new requirements, in order to be able to better meet the needs of the elderly group, need sports intermediary service enterprises in the lead. Sports intermediary service enterprises need to integrate sports-related activities resources and connect with the elderly, reorganize the business scope and content of the enterprise, carry out relevant innovations based on the characteristics of the elderly, and formulate corresponding sports intermediary service plans according to the needs of different audiences.

3.3 Extension and fusion

The extension and integration of sports industry and pension industry means sharing the resources of the two industries, which helps to develop new development direction and promote the upgrading of industrial structure. First, sporting goods related enterprises should fully research the elderly sports

demand and sales market, according to the preferences of the elderly group and physical condition adjust the product development plan, and develop supporting marketing strategy, through the price of the people to attract the elderly to buy, to the elderly sports demand oriented industry extension and optimization, let the elderly have more sports goods choice. Second, with the help of its original geographical advantages and natural resources, the characteristic town can build a sports pension characteristic town suitable for the elderly groups. For example, the town with rich wetland resources can be designed and constructed accordingly, and the construction of pension leisure base, so as to provide high-quality pension location selection for the elderly groups. Ethnic minority areas can also according to the local conditions and customs, folk customs construction national characteristic theme town, such as the Mongolian characteristic town can be combined with the elderly demand for the corresponding innovation and extension, increase the elderly favorite prairie songs and dance performances, invite the elderly involved in the dance activities, let the elderly group feel the Mongolian culture activities at the same time. Third, the government departments should improve the network of sports organizations for the elderly, with the help of the original grass-roots organizations for the construction of the elderly group sports organizations, community rural construction fitness venues and fitness guidance volunteer team, through the government allocation, social fundraising to raise funds for the corresponding hardware facilities construction. At the same time, the training of the elderly group should be extended on the basis of the original training system of the fitness guidance staff, and the theoretical system of the elderly exercise should be explained to improve the professional quality of the guidance staff.

4. Effective measures to enhance the integration of the sports industry and the elderly care industry

4.1 Increasing policy support

The integration of sports industry and elderly care industry cannot be separated from the guidance and supervision of the government. Both the sports industry and the pension industry belong to the people's livelihood industry. Compared with other industries, the economic benefits brought by them are relatively low, so the government needs to guide enterprises to increase capital investment and promote the development and progress of the industry. First, relevant legislative departments should formulate corresponding laws and regulations based on the current integration of China's sports industry and pension industry, standardize the development of the elderly sports pension industry, and provide institutional basis for enterprises to carry out business^[5]Through the law, the relevant enterprise fee setting standards, reduce the occurrence of arbitrary charges, high charges, timely problems can also be punished in accordance with the current law, increase the cost of enterprises to make mistakes, to protect the legitimate rights and interests of consumers. Second, the government by giving certain policy support, tax breaks to attract more enterprises to join the elderly sports pension industry, make sports industry and pension industry enterprises with the support of the government to find the link between two industries, break the barriers between industry, such as sports enterprises play their own advantages, the excellent sports equipment, products and other product resources push to the elderly group, sharing resources exchange between the two industries, promote the penetration of sports industry and pension industry. Third, the government should formulate the overall development direction according to the integration of the sports industry and the elderly care industry and their respective characteristics.

4.2 Do a good job in market management

A perfect sports pension market can provide sufficient customer groups for the development of enterprises, so that the sports industry and the pension industry can be deeply integrated and develop. First, government departments should cooperate with enterprise representatives to jointly formulate industry access standards to ensure that participating enterprises can truly do a good job in sports elderly care services, set standards for the integration of sports industry and elderly care industry, and improve the service level and service quality of the overall market. The government departments through cooperation with enterprises, colleges and universities, common construction talent training plan, through university-enterprise cooperation to cultivate professional talents, provide vitality for enterprise development, help enterprises research and development more suitable for the elderly health movement of new products and services, not only improve the core competitiveness of the enterprise, promote the development of the elderly sports pension industry, also meet the demand of the elderly

movement, rich pension life of the elderly. Fourth, the government should encourage enterprises to product research and development and innovation, by adding annual innovation enterprise selection, innovative product competition activities to attract enterprises for elderly pension sports product investment and human input, speed up the depth of the sports industry and pension industry integration and output, not only can bring more economic benefits for the enterprise, can also impetus for pension sports consumer market.

4.3 Create a diversified social environment

The diversified social environment can promote the deep integration of the sports industry and the elderly sports industry, and promote the good development of the elderly sports industry. Creating a diversified social environment needs the joint help of families, communities and enterprises. First, home care is relatively large. On the one hand, it does not need to have too much facilities construction and site demand, which can effectively save the operation cost of enterprises and better serve more elderly customers; on the other hand, it can also facilitate the daily life of the elderly, who can enjoy high-quality sports care services without leaving home^[7]. Therefore, the family should create a good family pension atmosphere, to provide support and security for the elderly sports pension. Creating a diversified social environment also need the mainstream media and the network media related propaganda guidance, the mainstream media by reporting the development of sports pension industry and the latest products, let the elderly and family members understand the existence of the industry, and the network from the media can also be sports pension products and services, attract the elderly and family purchases. On the one hand, such a publicity method can let more people know about and understand the sports pension industry, and on the other hand, it can bring more potential customers to the sports pension industry.

5. Conclusion

The integration of sports industry and elderly care industry provides a new idea and direction to deal with the aging population. It can not only provide better pension products and services for the elderly, but also promote the high-quality development of sports industry and elderly care industry^[8]. Therefore, the deep integration of the sports industry and the pension industry should be promoted. This requires the government departments to regulate enterprise behavior by formulating corresponding laws and regulations, avoid the industry chaos, increase policy support, attract more external enterprises to enter, expand the elderly sports pension market; market management, improve the quality by formulating industry access standards, formulate the talent training system, provide sufficient talents for the elderly sports pension industry, help product development and innovation; create a diversified social environment, and provide greater development space for the integration of sports industry and pension industry.

References

- [1] Qin Huan. *Research on the Integrated Development of Binhai Sports and Leisure Industry and Pension Industry under the Background of Healthy Aging* [C]. // *Sports Culture Development Center of General Administration of Sport of China, Sports History Branch of Chinese Sports Science Society. Summary collection of the 2022 Guangdong-Hong Kong-Macao Greater Bay Area Coastal Sports and Leisure Industry Development Forum*. [Publisher unknown], 2022:262-263.
- [2] Yuanxun H , Youbin S , Yuanyuan L ,et al. *Study on Health-Care and Pension and Sports for Elder People under the Background of the Aging Population*[J]. *Hubei Sports Science*, 2015.
- [3] Li Minglin, Li Xin. *Research on the Development Strategy of Coastal Leisure Sports Industry in Guangdong-Hong Kong-Macao Greater Bay Area under the Trend of Population Aging* [C] // *Sports Culture Development Center of General Administration of Sport of China, Sports History Branch of Chinese Sports Science Society. Summary collection of the 2022 Guangdong-Hong Kong-Macao Greater Bay Area Coastal Sports and Leisure Industry Development Forum*. [Publisher unknown], 2022:392-393.
- [4] Lianfen L .*Research on the Development of China's Elderly Support Industry under the Background of Aging Population*[J]. *Innovation*, 2016.
- [5] Li Fan. *Research on the Integration and Development of Sports industry and Elderly care industry from the perspective of healthy aging* [J]. *Journal of Huanggang Vocational and Technical College*, 2021, 23 (06): 120-123.

[6] Zhi-Peng Z, Pei Z, Yan L I, et al. *Research on the Development of Sports Industry of Ethnic Minorities in Hebei Province under the Background of Integration of Beijing, Tianjin and Hebei*[J].*Journal of Hebei Sport University*, 2017.

[7] Wan-Ting W U, Xue-Feng D U, Business S O, et al. *Research on the Development of Pension Industry under the Background of Population Aging in Shanghai*[J].*Journal of Shanxi Datong University(Social Science Edition)*, 2017.

[8] Xie Yuping. *Research on the integrated development of community health care industry and sports industry under the background of population aging—Take Chengdu city as an example* [J]. *Sports & Sports products and Technology*, 2022 (23): 35-37.