

Status and Countermeasures of Development of the Chinese Sports Industry

Xiaoran Wang

Department of Surrey International Institution, Dongbei University of Finance and Economics,
Dalian, China

631401110224@mails.cqjtu.edu.cn

Abstract. The main analysis object of this article is the development of the sports industry. Through the analysis of former literature, the logical analysis, and theoretical analysis of social phenomena, combined with the hot news content and other measures, the industrial development opportunities, the practical problems facing industrial development, and the development countermeasures of the sports industry are discussed. This article is mainly from the policy, market, and opportunity three aspects as the entry point, analyzing the current development opportunities of China's sports industry. By analyzing the impact of these three major factors, this article can get the physical education and training industry, the Sports Manufacturing Industry, the development status of the sports service industry and the rehabilitation industry and its problems with the exhibition. Finally, according to the practical problems of the education and training industry, manufacturing industry, service industry and rehabilitation industry, this paper provides insights from both institutional and industrial perspectives, where the market access principle, teaching norms of physical education subjects and training standards of youth physical exercise need to be regularized. Meanwhile, innovation, digitization and the customized product is the direction for industrial development.

Keywords: "Double reduction" policy, sports industry, industry development opportunities, countermeasures research.

1. Introduction

In recent years, with the rising heat of sports and related policies regarding burden-easing on students, the sports training market has come across its prosperity. Current popular consumer demand and policies have helped the sports industry to show a brand-new industry business form with constantly rich connotations and extensions. The sports industry is a sunrise industry and a green industry, with the characteristics of low resource consumption, large demand elasticity, wide coverage areas, the high added value of products, a long industrial chain and a strong driving role. The sports industry is also an emerging industry which can integrate the primary, secondary and tertiary industries. With the birth of emerging technologies in the transformation of old and new growth drivers, new products, new models and new forms of business will continue to emerge with strong growth and sustainability. For China, the sports industry is no longer a single industrial structure dominated only by the sports service industry but a diversified one. While retaining the original service industry, it coordinates the multidimensional economic development structure of sports and education integration, the sports manufacturing industry, sports field construction, and sports policy support, combining consumption and supply and demand.

In terms of industrial scale, according to the statistics jointly released by the National Bureau of Statistics and the General Administration of Sport on December 31st, 2020, the total scale of China's Sports industry reached 2,948.3 billion yuan, with a year-on-year increase of 1,124.8 billion yuan. In nominal growth, the total output increased by 10.9% and 11.6% compared with 2018. From 2016 to 2019, China's sports industry maintained a rapid growth rate, with an increased growth rate of 55.1%, and its proportion within GDP increased from 0.87% to 1.14%. The output growth rate and added value of the sports industry have kept a growth rate of over 10% for the past four years, much higher than the GDP growth rate in the same period.

For China, the Opinions on Further Reducing the burden of homework and Off-school Training of Students in Compulsory Education, issued on July 24, 2021, namely, the *Double Reduction Policy*,

will inject new vitality into the development of the sports industry. Under its influence, the learning burden of Chinese students in and out of class will be greatly reduced, and their spare free time will be extended accordingly. Combined with the attention of Chinese parents and schools to students' physical quality education in recent years, and the impact of China's national fitness boom, the demand degree of the sports industry is bound to improve, and sports will also become the next high consumption hot spot. This paper is based on the development background of the sports industry, combined with relevant literature, and the Chinese government agencies about sports, sports fitness, physical education fusion, policy documents, by "double reduction" policy after the sports industry development opportunities, further discusses the development status of China's sports industry, development opportunities, development problems. Moreover, combined with Chinese culture, the nature of Chinese society targeted to put forward relevant solutions and countermeasures.

2. The Development Status of the Sports Industry

2.1. Improved Vitality and Multiple Development Opportunities

2.1.1 Policy opportunities: law revision

The Sports Law of the People's Republic of China will come into force on January 1, 2023. In this revision, the "sports industry" will be listed in a single chapter, and the sports industry, national fitness, and competitive sports will be, in parallel, the three organically integrated [1]. These changes are conducive to the integration of sports service industries such as leisure, fitness and event viewing, and the life service industry can be expanded after the integration, giving full play to the role of the sports industry in promoting the development of the life service industry, stimulate the consumption potential, and promote the sports industry to become a new breakthrough for the development of China's service industry.

2.1.2 Market opportunities: strong demand with the winter Olympics as a boost

After the implementation of the "double reduction" policy, the government departments clearly emphasized in the notice that sports, art and comprehensive practice activities should be managed as non-disciplinary categories during extracurricular training [2]. In this regard, the original discipline teaching and training institutions have followed the policy to transform, and many traditional discipline training content has been changed into physical fitness or interest training. Therefore, more and more students choose to strengthen physical exercise in their spare time and holidays and cultivate their sports prowess. The demand for the sports industry is gradually increasing, and physical education and training have gradually become a new social trend.

For the development of the sports industry, the holding of large-scale events and the influence of large-scale sports activities are also a big boost to the development of the industry. The 2022 coincides with the Beijing Winter Olympics, and the unprecedented Winter Olympics stimulated the heat of the sports industry. In addition, the influence of ice and snow projects has reached a record high. To stimulate the people's enthusiasm for the consumption of ice, snow and ice sports projects and to promote industrial development through the consumption drive of ice and snow project training, ice and snow tourism, venues and other facilities. Industrial heat promotes the increase of market demand, and sports demand promotes the increase and improvement of relevant sports venues. The holding of large sports events will also require local governments to build or improve relevant stadiums and complete and advanced sports venues, which can not only meet the needs of the original sports fans for sports learning or sports but also attract more sports fans to consume sports, and then promote the development of the sports industry.

2.1.3 Momentum opportunities: change of perception on health and the integration of education on sports and academics

Because of the COVID-19 pandemic in recent years and the promotion of major sports events such as the Beijing Winter Olympics, more and more people have realized that health is not just healthy

limbs but also healthy health. Health is a broad concept that includes the perfect state of three dimensions: physical, psychological, and social. When sports become a way of life, sports are destined to become the driving force of the consumer market, and the whole sports industry will be full of vitality and opportunities accordingly. The increase in sports consumption level and the increase of demand will react on the sports industry, and enrich the types of sports services through consumption, improve the quality of service, and stimulate the expansion of the sports service scale.

What are the integration of sports and academic education? From the perspective of work tasks, Xu Hong concluded that the integration of sports and academic education is the new focus of education in the current era, and it is an important task for the all-around development of China's sports cause [3]. From a logical point of view, Zhou Aiguang concluded that the integration of physical education is aimed at promoting the health of youth sports, and the promotion is a process of the integration of the two elements of "sports" and "academics". For the development of the sports industry, the integration of sports and academics is an indispensable part of the sports industry [4].

In recent years, the popularity of domestic sports topics in China has not only promoted the development of the sports industry but also contributed to the popularization of the integration of sports and education views. A number of sports stars with their positive image never give up the spirit of the new generation of national idols, but also let the broad masses see the role of physical education on and exercise the will and quality of young people. What is more, Yang Qian, whose first gold medal for China at the Tokyo Olympics, is a student at Tsinghua University, China's top university. This is the best example of the integration of sports and academics. As one of the dream colleges of countless students studying hard for ten years, the difficulty of admission and the comprehensive quality requirements of students must be more serious than the routine. Yang Qian shows from her personal experience that the combination of sports and academics can exercise not only students' bodies and personalities their will but also cultivate excellent students with high comprehensive quality and strong ability levels.

2.2. Practical Problems Facing the Development of China's Sports Industry

2.2.1 The physical education and training industry faces challenges

Firstly, due to the favorable policies and the improvement of national fitness awareness, more and more enterprises or institutions have transformed to integrate into the sports education and training industry and share profits. While bringing more investment and enterprises, some institutions with low school levels and poor quality will also be mixed into the market. However, according to the current situation of the sports industry in China, it is still difficult to strictly control the teaching quality of institutions. As the highest department of national sports, the General Administration of Sport of China has no clear positioning in the sports education and training industry training and cannot play a regulatory role. At present, the sports education and training industry lack regulatory subjects, and the management needs to be strengthened.

Second, in the context of highly growing demand, the lack of professional teachers and professional venues is also a big problem. At present, the teachers are mainly composed of professional retired athletes, sports graduates, college students who have received physical education, and non-PE graduates who have received social-related professional training. From this point of view, it can be found that in the current physical education and training industry teachers, the level of practitioners is uneven. Physical education and training are different from traditional discipline training. If the coach's guidance is not standardized and the students do not understand it properly, it is likely to cause harm to their health. In addition, as for venues, according to the 2021 National sports venues statistical survey data of the General Administration of Sport of China: There are 3.9714 million sports venues nationwide, with an area of 3.411 billion square meters, and the per capita area is only 2.41 square meters [5]. Moreover, the existing sports venues in China also have the problem of unbalanced development. From the analysis of the type of sports venues, there are about 1,053,600 basketball courts, and compared with the 32,600 swimming venues, there are huge differences.

2.2.2 Lack of manufacturing innovation intensity and weak brand competitiveness

China is a big manufacturing country, but there is no sports equipment or sports brand with strong international influence in the sports industry. For example, in the mass sports brands, China's Li Ning and Hongxing Erke cannot gain advantages with foreign Adidas, Nike and other sports enterprises in the competition.

Some scholars believe that the diversification of the sports industry and the low degree of integration among sports industries, such as the sports service industry and sports tourism industry, are the main reasons for the difficulty in forming the brand advantages of China's sports industry, the low level of science and technology, and the insufficient innovation intensity [6]. Some scholars say that the reason for the lack of competitiveness in China's sports industry is the way of industrial development [7]. At the present stage, China's sports manufacturing industry has few innovation advantages; in the final analysis, in the past, the development of the sports industry in the process of an intensive economy is too little.

2.2.3 The Sports service industry needs digital transformation

Lin Shuting and Shen Keyin believe that "digital transformation" is a high-level transformation process based on digital transformation and upgrading, further touching on the core of the industry and with the goal of building a new business model [8]. It aims to meet people's daily needs for physical exercise and sports services and further strengthens the development of sports service industries such as physical education, sports events, leisure and fitness through digital technology.

With the improvement of China's scientific and technological level and per capita consumption ability in recent years, the digitalization of the sports service industry has entered our daily life. In terms of communication content, with the development of the Internet, mobile video APP has become the first-choice channel for Chinese people to watch sports events. Video platforms such as Tencent Sports and Migu Video all received more than one million viewers. In terms of mass sports, through the keep and other major fitness sports software, more and more people have found and tailored their own sports plans.

Although the digital transformation of sports so far has achieved initial results, China's sports service industry still faces many problems according to the current situation. First, China's market supervision is not enough, easy to causes personal information leakage. Second, the sports industry lacks sports and digital compound talents. Third, the linkage mechanism between industries is not perfect enough. When enterprises, venues, schools and individuals use information linkage, information interaction is not smooth, and effective cooperation is not high.

2.2.4 Rehabilitation industry under-developed for "sports heat"

In China, for most people, physical exercise cannot use the correct technical movements or technical action deviation and other conditions. The most intuitive result of this situation is that during physical exercise, incorrect muscles use causes muscle strain, or excessive joint force forms damage. Although the coach will have guidance when doing physical exercise, it can not completely solve this problem. When people train alone or teach online, it is easy to deform and cause damage. Therefore, in this situation, the rehabilitation industry is in urgent need of providing professional rehabilitation guidance for people with sports injuries.

Sports rehabilitation is different from traditional medical rehabilitation, where professional rehabilitation teachers can provide sports-specific rehabilitation treatment for injured people. However, due to its small audience, the popularity of the domestic sports rehabilitation industry has not been perfect. On the one hand, most teams have little knowledge of sports injury and sports rehabilitation, and there is no relevant knowledge popularization platform in China; On the other hand, although rehabilitation institutions are common in large cities such as Beijing, Shanghai and Guangzhou, they have not become popular nationwide and are rare in some prefecture-level cities. This also causes the problem of patients' medical treatment, and it is difficult to communicate with the rehabilitation teacher in time.

3. Countermeasures For The Optimization And Upgrading Of the Sports Industry

3.1. For Sports Education and Training Industry

3.1.1 Unified market access principle and joint management of various institutions

For the sports education and training industry, due to the "double reduction" suppression of the traditional education and training industry and the strong support for sports education and training, the "brutal" growth of education and training institutions and related sports enterprises is an inevitable result. An effective way to achieve large-scale "brutal" growth is to implement a unified market access principle. As mentioned above, China's sports education institutions' ability level gap is too big, and for some enterprise training levels, therefore the state or general administration of sports and other government functional departments needs to issue relevant norms, formulate a unified market specification, which can promote China sports education industry education level improvement, but also can inhibit domestic education industry "savage" growth phenomenon, promote the healthy development of the industry.

From the perspective of the supervision and the lack of management institutions in China's sports education and training industry, because the sports education and training industry involves multiple institutions and is a diversified industrial structure, it has certain limitations to only rely on the General Administration of Sport of China, local sports bureau and other sports functional departments for management. At the management level, it is necessary to cooperate with various institutions, strengthen teaching norms, rationalize teaching content and training standards, and increase the scientific supervision and supervision of the sports industry, so as to provide strong supervision and management for the healthy development of the sports education and training industry.

3.1.2 Integrate professional sports resources to improve the level of teachers

For the education and training industry, the level of teachers is the soul of the industry, especially for the sports industry. At present, the teaching level of teachers in the Chinese physical education and training industry is too large, and the ability level is uneven. In the future, as long as the relevant departments strictly control the assessment standards of teachers, set up the corresponding entry threshold for physical education and training personnel, and add scientific training and assessment standards, it can be believed that the problem can be effectively solved.

For physical education and training, professional athletes are unique resources to improve the level of teachers. On the one hand, teaching training institutions or related enterprises can hire active or retired outstanding athlete coaches as the teacher; on the other hand, institutions and enterprises can hire professional athletes as their sports teachers for professional technical training so as to improve the professional quality of sports practitioners, promote the healthy development of sports education industry in China.

3.1.3 To design venues for multiple purposes

Site resources are the material guarantee for the development of sports. According to the shortage of per capita site resources in China and the uneven development of sites among different projects in China, it not only needs the government to support vigorously and rationalize the distribution of the site but also needs sports institutions, enterprises or individuals to use the idle site resources around them actively.

With the progress of science and technology, one can also solve the problem of insufficient venue resources through scientific and technological methods. At the 2022 Winter Olympics, the "Ice Cube" is a good example. For the next step, one can integrate the intelligent hardware and the corresponding software into the sports venues through technical means, increase the investment in science and technology, and integrate a variety of elements to establish diversified sports venues. For example, add shrinking basketball racks in an indoor gymnasium, easily disassembled volleyball and

badminton nets, or imitate the case of water cube to ice cube and establish a gymnasium that can convert between water sports and ice sports.

3.2. Optimization Countermeasures of the Sports Manufacturing Industry

3.2.1 To create an industrial environment that fosters innovation and cross-disciplinary talent

In order to improve the competitiveness of China's sports manufacturing industry, an active transformation from an extensive economy to an intensive economy is required. The development of an intensive economy needs innovation and new technologies. The main source of the lack of innovation is the talent problem. On the one hand, measures need to be taken to create an industrial development environment that favors sports technology, knowledge and product innovation and use environmental effects to guide talents to develop towards technological innovation. On the other hand, to cultivate high-level professional talents with excellent sports knowledge and considerable ability in product design and brand management.

To solve the problem of the lack of sports talent in China from the source, one must require colleges and universities to pay more attention to physical education, change the sports teaching goal and development direction, need to improve sports professional students' comprehensive knowledge and comprehensive ability quality, pay attention to cultural course teaching training, so as to provide sports industry development of talents with comprehensive quality.

3.2.2 To drive industrial development through investment

From the perspective of industry-driven development, China should still maintain the investment-driven development-oriented growth mode in a period of development in the future. Although in recent years, China's consumption level improved rapidly, the consumer market is gradually expanding, and the domestic economy should increase from the "investment-driven" to the "consumption-driven" transformation, sports consumption, our brand to consumers or foreign sports brands, under the background of "double cycle", the past people to some famous foreign sports brands. Therefore, increasing capital investment and using investment in driving the sports manufacturing industry to increase innovation efforts should be an effective way to promote China's sports brands to gain competitive advantages in competition with foreign brands.

For the sports manufacturing industry, it should be the most time-saving and labor-saving approach to increase financial investment and use the leverage of capital to leverage the difficult innovation and weak competitiveness of the manufacturing industry. For any manufacturing industry, in addition to the demand for talent, innovation and development will also have a high requirement for enterprise equipment and hardware. Moreover, the development of high-tech technology for enterprises is also very capital-consuming, time-consuming and needs a very high capital investment of things. Therefore, integrating capital into the sports manufacturing industry and making financial investments tend to the sports industry is an essential part of the sports manufacturing industry in producing more competitive products.

3.3. To Boost Digital Transformation of the Sports Service Industry

3.3.1 Strengthen the data statistics work

The weak supervision of the sports service industry is similar to the lack of regulatory agencies in the sports education and training industry. The sports education and training industry need relevant government agencies to establish a unified market supervision principle and link with other regulatory subjects, while the digitization of the sports service industry requires us to strengthen data statistics. Strengthening data statistics is divided into two aspects. On the one hand, attention needs to be paid to the quality of data and pay attention to the safety of data collection. Strengthen the security performance of online apps and also prevent criminals from embezzlement of enterprise information. On the other hand, the scope of data collection is essential, as well as the linkage between sports services and other institutions such as schools and governments. By establishing data-sharing platforms and other relevant measures, the sports service industry can share data with schools,

gymnasiums and other places. For example, China's "Tianhang Health Network" integrates local fitness regional information to realize the openness of information services of sports venues, ensure authenticity and also facilitate the government agencies to protect and control the information of fitness places [7].

3.3.2 Break down the barriers of the lack of talent in the compound sports service industry

First, strengthen the talent training within the sports service industry. Some scholars believe that the current development direction of the upgrading of China's sports industry structure is not clear, which leads to the unclear digital professional talent training system and a large talent gap [8]. On the one hand, enterprises strengthen cooperation with universities, promote industry, university, research and application, take the school physical education, give play to the training role of school physical education, and provide high-quality and high-quality talents for industrial development. On the other hand, in line with the needs of the transformation of the sports service industry, enterprises are required to attract outstanding talents from the non-sports industry by increasing preferential policies, improving employee salary and welfare treatment and integrating into the sports industry so as to provide new strength for the digital transformation of the sports service industry. At the same time, enterprises should encourage employees to take the initiative to go out of the sports industry, personally understand the market situation, grasp the business information and industry trends, and help employees to expand their thinking and improve their service awareness.

3.4. The Development Direction of the Sports Rehabilitation Industry

3.4.1 Use the network and data to solve problems for patients

People can follow foreign countries to establish apps and sports rehabilitation websites. Abroad, the number of health applications downloadable on health-related smartphones is expanding rapidly, with 150 million downloads a year and about 1,000 new apps released every month [9]. These applications intelligently analyze a large number of sports rehabilitation cases of sports injuries through big data and thus provide users with more scientific and effective medical advice. With the health APP, some sports rehabilitation websites are in foreign countries and are increasingly perfect. On the contrary, however, there is no similar popular science website or rehabilitation platform in China. There are many benefits to promoting these establishments. First, the public can popularize knowledge through an open network platform to guide users to treat sports injuries and scientific sports correctly. Second, it can also serve as a platform for information exchange, providing users with opportunities to contact each other or communicate with professional rehabilitation teachers so as to improve the service effect and level of sports rehabilitation.

3.4.2 Develop a rehabilitation system with Chinese characteristics according to the national condition

At present, China's rehabilitation industry technology is mainly learned from abroad, and foreign sports rehabilitation technology is mainly divided into three systems, including the North American system, the European system and the Australian system [10]. Through the exchange and learning in recent years, China's rehabilitation system has indeed improved, and the gap with western countries has indeed gradually decreased, but the development of China's rehabilitation industry system is still not perfect.

Traditional Chinese medicine and many rehabilitation technologies with Chinese characteristics, such as Baduanjin and Wuqinxi, have not yet been theorized into an independent rehabilitation system. Such excellent TCM rehabilitation culture needs to be inherited selectively and, at the same time, combine the relevant systems of sports rehabilitation in modern medicine and clinical medicine and integrate cutting-edge theories and essence in other disciplines to form a new rehabilitation system. In addition, after a large number of clinical trials, relevant scientific research activities should be actively carried out to make China's rehabilitation system achieve outstanding academic achievements in key areas of international rehabilitation as soon as possible.

4. Conclusion

This paper recognized the opportunity for the sports industry brought up by the "double deduction" policy and the increasing attention on hot topics in the sports area. Parents' attention has been drawn from the academic score to the health of youth. The tendency for integrated development of youth represents the general trend. The sports industry has come across its bonus period.

Meanwhile, the practical problems for the sports industry are also pointed out. From the insufficient field resources and uneven development of venues among different projects to the teaching level of training teachers in the PE industry, the resources within the PE industry have not developed into a sufficient supply system yet. From the external perspective, the sports industry also demonstrates a lack of supervision without a unified management structure, where neither the market access principle nor training standard has been clarified yet.

Current industrial weakness also brings up opportunities for improvement. The countermeasures were given from both the internal supply chain level and external surveillance level accordingly.

For the sports training industry, advice was given on the institutional level, which is for the General Administration of Sport of China, Ministry of Education, and market supervision departments to work together on regulating market access principle, teaching norms of physical education subjects and training standards of youth physical exercise. For the sports product manufacturing industry, innovation in sporting products, technology and the cultivation of cross-disciplinary talent is required. Suggestions on utilizing the leverage of capital to boost innovation and technology are also given. For the digitization of the sports industry, the paper focuses on applying big data technology to improve the quality and quantity of sports-related information. Moreover, for the sports rehabilitation industry, the paper suggests combining the internet and big data technology to solve customers' needs. From the general sports rehabilitation industry level, systems and products need to be designed according to the local demand of the Chinese market.

References

- [1] Huang Haiyan, Kang Lu, Liu Weiyu, Zeng Xinfeng, Yuan Yuanyuan, Liu Wanqing, Li Gang, Wang Kai. Study on the Institutional Assurance on High-Quality Development of Sports Industry. *Physical Education Study*, 2022, 36(04): 1-11.
- [2] Shi Wen. The Ministry of Education further clarified the scope of disciplinary and non-disciplinary categories for off-campus training in compulsory education. *Henan Education (Basic Education)*, 2021(09): 17.
- [3] Hu Yuekai, Chen Hao. How should the sports industry embrace changes in the new consumption era? *Chendu Daily News*, 2022-09-01(008).
- [4] Xu Hong. Integration of sports and knowledge – the requirement and mission of education transformation in the new era. *Journal of Tianjin Institute of Physical Education*, 2021, 36(03): 287-292.
- [5] General Administration of Sport of China. National Sports Venues Statistical Survey Data of 2021. (2022-04-29).
- [6] Sun Peng. Development status, problems and countermeasures of China's sports industry in 40 years since reform and opening up. *Sports Science and Technology Literature*, 2019, 27(12): 119-122.
- [7] Cao Guang. Review on the relationship between the transformation of economic growth mode and labor and employment, *Modern Sales*, 2020(09): 58-59.
- [8] Lin Shuting, Shen Keyin. Value, problem and path of digital transformation of China's sports service industry. *Sports Culture Guide*, 2022(08): 71-78.
- [9] Wei Yuan, Cheng Chuanyin, Han Xue. The internal role, practical dilemma and the solution path of the digital economy in driving the upgrading of the sports industry structure. *Sports Culture Guide*, 2021(09): 73-78+85.
- [10] Wang Zehui. The status quo of the online sports rehabilitation industry abroad and its enlightenment to similar industries in China. *Sports Products and Technology*, 2022(11): 43-45.