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A Study on the Regulatory Dilemmas and Solutions of the Sports Training Market under the "Double Reduction" Policy from the Perspective of Multi-center Governance Theory

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Abstract: The implementation of China's "Double Reduction" policy, designed to alleviate students' academic burdens and regulate off-campus training, has catalyzed unprecedented growth in the sports training sector. While this expansion reflects heightened demand for extracurricular physical education, it has simultaneously exposed systemic regulatory deficiencies, including inconsistent service quality, safety risks, and homogenized curricula, which undermine training efficacy and jeopardize students' holistic development. To address these challenges, this study adopts a multi-centric governance framework to dissect the regulatory dynamics of the sports training market. Drawing on policy documents, the analysis integrates three dimensions: government oversight, industry self-regulation, and societal participation, to map the fragmented regulatory landscape. Proposed interventions include establishing cross-departmental coordination mechanisms to resolve jurisdictional overlaps, instituting industry-wide certification systems to standardize coaching qualifications, dynamically updating policies to address emerging market trends, and empowering stakeholders through enhanced self-regulation and public supervision. Ultimately, this research not only redefines pathways for sustainable market governance but also underscores the imperative of aligning sports education with the policy's original vision: fostering well-rounded development through equitable, high-quality training ecosystems.

Keywords: Double Reduction Policy; Sports Training Market; Multi-centric Governance; Regulatory Fragmentation.

1. Instruction

The implementation of the "Double Reduction" policy signifies a major transformation in China's education sector, aiming to alleviate students' academic burdens and regulate off-campus training. After the policy took effect, the number of subject-based off-campus training institutions markedly decreased, while the sports training market witnessed explosive growth. As students' academic pressure lessened, demand for sports training surged, leading to a significant increase in the number of sports training organizations and a growing diversity of training programs. Nevertheless, the rapid expansion of the sports training market has given rise to a series of regulatory challenges. Existing research indicates that the sports training market has many problems in service quality, safety, and course systems. These issues not only affect the training outcomes but may also pose potential threats to students' physical and mental health. From the perspective of public management, the regulation of the sports training market involves multiple entities, including the government, the market, and social organizations. However, the current lack of clear demarcation of responsibilities among these regulatory entities has resulted in low regulatory efficiency. In addition, the existing legal system is not perfect, with a lack of specific regulations targeting the sports training market, further exacerbating market disorder. This study attempts to analyze the regulatory dilemmas of the sports training market under the "Double Reduction" policy from the perspective of multi-center governance theory and proposes corresponding solutions. The research not only helps to enrich the application of public governance theory in the sports training market but also provides practical guidance for policymakers. It aims to promote the standardization and sustainable development of the sports training market. The primary objective of this research is to examine the regulatory challenges faced by the sports training market against the backdrop of the "Double Reduction" policy and to suggest solutions based on a multi-center governance framework. The research questions posed in this study are as follows: What are the primary regulatory challenges confronting the sports training market, and what are the underlying causes of these challenges? How can a multi-center governance framework be effectively employed to address these regulatory issues? This study aims to explore the regulatory landscape of the sports training market, identifying key challenges and their root causes. By examining the potential of a multi-center governance framework, this research seeks to propose innovative solutions to enhance regulatory effectiveness and promote sustainable development within the sports training sector.

2. Literature Review

2.1. Multi-Centric Governance Theory

The multi-centric governance theory was jointly established by Elinor Ostrom and Vincent Ostrom , based on the concept of polycentric order by Polish scholar Michael Polanyi. According to this theory, behavioral units not only independently and freely pursue their own interests but also coordinate and cooperate with each other (Ostrom, 2000)[1]. All public authorities have limited but independent official status, with no individual or group acting as the ultimate or omnipotent authority above the law. This breaks the power structure of a single central authority in a monocentric system and forms a governance network composed of multiple power centers. The core of multi-centric theory lies in its adaptability to local conditions and its advocacy for diverse institutional arrangements that are tiered, layered, and segmented. It also promotes coordination and cooperation among governments, markets, and communities.

Ostrom argued that both centralization and decentralization, as frequently used institutional arrangements in the past, have insurmountable flaws. Centralization increases the information and strategic costs in the management process and is prone to rent-seeking and corruption. Decentralization, on the other hand, cannot avoid institutional gaps and the shirking of responsibility (Ostrom, 2000)[2]. To address the dilemma of "over-regulation leads to stagnation, while deregulation leads to chaos," which neither monocentric institutional arrangement can solve, Ostrom proposed the concept of multi-centric governance and established a multi-centric institutional arrangement (Zhang, 2009)[3].

Some scholars believe that multi-centric governance integrates various social science methods into the governance and problem analysis of public affairs, connecting macro phenomena with micro foundations. It can provide citizens with more choices and better services through competition and cooperation, reduce free-riding behavior, and enhance the scientific nature of decision-making (Wang, 2005)[4]. Currently, several scholars have applied the multi-centric governance theory to the study of China's rural issues, and some have adopted a multi-centric governance perspective in local urban development planning to construct schemes for maximizing urban public service utility (Wang, 2009)[5]. The multi-centric governance structure is not an instrumental rationality for order, but a communicative rationality that enables equal subjects to achieve ethical care. The essence of multi-centric governance is mutual respect and ethical concern (Kong, 2007)[6].

2.2. Research on the Sports Training Market

The regulation of the youth sports training market is an integral part of sports market regulation. The development and reform of sports market regulation play a leading and exemplary role in the regulation of the youth sports training market (Zhao, 2022)[7]. In Western developed countries, the regulation of the sports market has gone through several developmental stages, including initial formation, expansion, and comprehensive expansion. In the initial formation stage, the sports market was primarily regulated by spontaneous social industry associations. In the early 19th century, the regulatory framework of the sports market in Western developed countries began to take shape. The Young Men's Christian Association (YMCA) emerged as the primary social organization for conducting sports activities and managing the relevant market, focusing on promoting the health of young people and social interaction. By the end of the 19th century, the US federal government actively accelerated the improvement of institutional regulations in the sports industry. At this time, the government no longer directly intervened in the sports market through sports leagues but used laws to resolve various interest conflicts within the leagues, in order to prevent super-monopolies in the professional sports market and ensure free competition and maximization of profits in the sports market (Bridge, 2013)[8]. Since the mid-to-late 20th century, Western developed countries such as the US and the UK have increased their efforts in sports market governance, encouraging social forces to invest in the development of the sports market. Relevant laws have been continuously revised, supplemented, and improved in a dynamic manner. In the process of the development of youth sports and its market, the multi-stakeholder governance model of a "big society" has become a trend, gradually forming a new network regulatory pattern that combines government and non-government entities.

In China, the reform and development of the sports market truly began in 1992. It was at this time that "market regulation" truly began. In the following period, the construction of regulatory institutions became the focus. After China joined the World Trade Organization in 2001, the reform of market regulation was further accelerated. The issuance of relevant policy documents no longer focused solely on the number of regulatory institutions but began to pay attention to the improvement of regulatory quality. After 2013, market regulation entered a stage emphasizing multi-stakeholder governance and innovative development. Genuine simplification of administration and delegation of power were achieved, with strengthened mid- and post-event regulation (Liu, 2017)[9]. The reform of sports market regulation also emerged, with a dense release of relevant policy documents and regulations, promoting continuous innovation and improvement of China's sports market regulatory system in practice (Huang, 2020)[10]. Many scholars have pointed out that the governance of the youth sports training market in the new era cannot be separated from the leading role of the government and the integrated governance of social organizations and training institutions (Liu&Kong, 2025) [11]. Similarly, in the reform of market regulation, it is necessary to emphasize the leading role of the government and the joint participation of other multi-stakeholders in regulation.

3. Methodology

3.1. Data Sources

The data for this study are derived from multiple sources to ensure a comprehensive understanding of the regulatory landscape in the sports training market. Specifically, these sources include policy text analysis and industry reports. Relevant policy documents, such as the "Interim Measures for Administrative Penalties in Off-campus Training," are examined to provide insights into the regulatory framework and policy intentions. Additionally, quantitative data from industry reports, such as the "White Paper on China's Sports Training Industry," are utilized to offer empirical evidence on market trends, challenges, and regulatory compliance.

3.2. Analytical Framework

The analytical framework employed in this study is grounded in the theory of multi-centric governance. This theory posits that effective governance can be achieved through the coordinated efforts of multiple centers of authority, rather than relying solely on a centralized approach. Building on this theoretical foundation, we construct a three-dimensional regulatory model encompassing the government, industry, and society.

Government Dimension: This dimension focuses on the role of government agencies in formulating and implementing regulations, as well as their enforcement mechanisms. It examines the clarity, consistency, and adaptability of regulatory policies.

Industry Dimension: This dimension investigates the role of industry associations and market participants in self-regulation and compliance. It assesses the effectiveness of industry standards, codes of conduct, and the capacity for self-monitoring.

Society Dimension: This dimension explores the involvement of societal stakeholders, such as consumers, media, and non-governmental organizations, in the regulatory process. It evaluates the impact of public awareness, consumer feedback, and social supervision on regulatory outcomes.

By integrating these three dimensions, the study aims to provide a holistic analysis of the regulatory challenges in the sports training market and identify potential pathways for enhancing regulatory effectiveness through a multi-centric governance framework.

4. Findings

4.1. Imbalance in Market Supply and Demand

4.1.1. Demand Side Analysis

One of the specific manifestations of the imbalance in supply and demand in the sports training market is the regional differences: the study shows that the demand for sports training among young people in urban areas is more diversified, mainly focusing on sports such as soccer, basketball, swimming, badminton, etc., which not only help to improve physical fitness, but also have strong social and competitive attributes. In contrast, the demand for sports training among youth in rural areas is dominated by basic physical training and traditional sports programs, such as track and field and gymnastics, which focus more on the cultivation of basic physical quality. This difference in demand has led to a more prominent imbalance between supply and demand in the market, especially in rural areas, where limited resources make it difficult to meet the diversified sports training needs of youth.

In addition, the imbalance between supply and demand is also reflected in unmet family consumption and demand. Parents have invested more in their children's sports training, showing the importance they attach to physical education. However, some parents have unmet demand for niche sports programs. For example, some parents want their children to participate in niche sports programs such as fencing, equestrianism and sailing, but the supply of these programs in the market is relatively small and unevenly distributed, mainly concentrated in first-tier cities and economically developed regions. In addition, the high price of training programs discourages some parents. This high price threshold not only limits the choices of some families, but also exacerbates the imbalance between supply and demand in the market.

4.1.2. Supply Side Analysis

From the supply side, there are some differences in the types of organizations providing sports training services. Among the existing sports training institutions, large chain institutions are relatively standardized in terms of curriculum, and usually have a comprehensive curriculum system and professional coaching team. These institutions are able to offer a diverse selection of courses, such as soccer, basketball, swimming, etc., and focus on the systematic and scientific nature of the curriculum. However, small studios often lack uniform curriculum standards and the quality of teaching varies. Coaches in some small studios may not have undergone systematic training and have a single teaching method, making it difficult to meet the diverse learning needs of students.

Apart from differences in the types of institutions, course content and teaching quality are also important factors affecting the balance between supply and demand. The course content of most sports training institutions in the market is highly homogenized, focusing mainly on traditional sports and lacking innovation and personalization. This homogenization not only affects the interest and effectiveness of students, but also restricts the further development of the market. In addition, some organizations reduce their investment in coach training and course development in order to cut costs, which further affects the quality of training. For example, some small studios hire part-time instructors in order to save costs, and these instructors lack stable teaching experience and professional training, resulting in unstable teaching quality.

4.2. Inadequacies in Regulation

4.2.1. Policy Implementation

In terms of policy implementation, there are significant differences in the strength of implementation of the “double reduction” policy in different regions. In some regions, the implementation of the policy is more relaxed, resulting in some training organizations still violating the law by teaching beyond the syllabus, false advertising and so on. These violations not only affect the healthy development of the training market, but also pose a potential threat to students' learning outcomes and safety. In contrast, some other regions have effectively standardized the market order through strict regulatory measures, such as regular inspections and penalties for violations. These regions have improved the overall quality of the training market by establishing a sound regulatory mechanism to ensure that training organizations strictly comply with the policy requirements.

In addition to this, the existing legal and regulatory system has obvious deficiencies in the regulation of the sports training market. Although the state has issued a series of policy documents, these documents are mostly guiding opinions, lacking specific operational details and clear legal provisions. This imperfection leads to the fact that in actual regulation, it is difficult for the regulatory authorities to effectively penalize violations, which further exacerbates the disorderly state of the market. For example, there is a lack of uniform legal standards for the qualification audit of training institutions, the standardization of course content, and the certification of instructor qualifications, which allows some institutions to take advantage of the opportunity to carry out unregulated operations.

4.2.2. Industry Standards

In terms of industry standards, there are obvious deficiencies in the qualification system of coaches. Some coaches only hold junior coaching certificates, but in actual teaching, they are responsible for teaching advanced courses, which leads to a lack of assurance of teaching quality. This phenomenon is especially common among small studios, which often hire coaches with lower qualifications in order to reduce costs, while ignoring their teaching ability and professional background. In addition, the imperfection of the coach qualification system is also reflected in the phenomenon of certificate dependency, where some organizations borrow other people's qualification certificates to cope with inspections, which further affects the overall quality of the training market.

There is a lack of uniform standards for curriculum content, and the curriculum of different institutions varies greatly, which affects the learning effect of students. The curriculum content of most sports training institutions in the market is highly homogenized, mainly focusing on traditional sports, lacking innovation and personalization. This homogenization not only affects students' learning interest and effectiveness, but also limits the further development of the market. In addition, in order to attract students and parents, some institutions over-emphasize short-term results and neglect long-term skill development and interest cultivation, resulting in a homogenization of course content. For example, the course content of some soccer training institutions mainly focuses on basic skills training, lacking systematic tactical training and game simulation, making it difficult to meet the diverse learning needs of students.

4.3. Operational Costs and Coach Qualifications

4.3.1. Operational Cost Analysis

Operational costs are one of the main challenges faced by sports training organizations. The cost of renting space usually accounts for 30% of the total cost, equipment 20%, marketing 25% and staff 25%. This high cost structure has led to a lack of profitability for some organizations, making it difficult for them to invest effectively in curriculum innovation and teaching quality improvement. For example, some small studios are unable to afford the high rental cost of venues due to limited funds and have to choose to conduct training in non-commercial areas or shared spaces, which not only affects the quality of the training environment, but also restricts the further development of the institutions. In addition, high costs have led some institutions to invest too much in marketing to attract more students and parents. However, this practice often neglects the improvement of teaching quality, resulting in homogenization of course content and a lack of innovation.

In order to reduce costs, some institutions have adopted the practice of cost control by reducing investment in coach training and course development. Although this practice can reduce operating costs in the short term, in the long term, it seriously affects the quality of training. For example, some organizations have reduced regular trainings for coaches, resulting in slow updating of their teaching methods and skills, which makes it difficult to adapt to the diversified learning needs of students. At the same time, the lack of investment in course research and development makes the course content obsolete, making it difficult to stimulate the interest and motivation of trainees. This cost control strategy not only affects the learning effect of the students, but also reduces the competitiveness of the organization in the market.

4.3.2. Coach Qualification Analysis

The imperfection of the coach qualification system has led to the phenomenon of relying on certificates in some organizations. Although the coaches of some organizations hold relevant qualification certificates, their actual teaching ability does not match with the level represented by the certificates, resulting in poor teaching effect. For example, the instructor of an organization only holds the certificate of junior instructor, but undertakes the teaching task of senior course, and it is difficult for the students to get professional guidance and systematic training in the learning process. This phenomenon of certificate affiliation not only affects the quality of training, but also poses a potential threat to the safety of students.

Some organizations also hire part-time instructors in order to pursue short-term benefits. These coaches usually lack stable teaching experience and professional training, making it difficult for them to provide quality teaching services. For example, some part-time coaches may work part-time in more than one organization at the same time, which makes it difficult for them to focus on the teaching work of one organization in terms of time and energy, thus affecting the consistency and effectiveness of teaching. In addition, the mobility of part-time instructors is high, and trainees may change frequently between different instructors, which not only affects the learning effect, but also reduces the trust of trainees and parents in the organization.

4.4. Homogenization of Training Content

4.4.1. Short-term Effect Orientation Issues

Market research shows that most institutions in the current sports training market have a high degree of homogenization of training content. These organizations focus on traditional sports such as soccer, basketball, and swimming, and lack variety and innovation. For example, in some regions, more than 90% of soccer training institutions provide extremely similar courses, mainly focusing on basic skills training, lacking systematic tactical training and personalized teaching content. This homogenization not only limits the overall development of students, but also makes it difficult for training services in the market to meet the individual needs of different students.

In order to attract students and parents in the highly competitive market, some institutions overemphasize short-term results and neglect long-term skill development and interest cultivation. The course content of these organizations is often quite single, mainly focusing on the rapid improvement of students' physical fitness and basic skills, while lacking in the cultivation of students' interests and long-term skill development planning. Although this short-term result-oriented teaching mode can attract students in the short term, it is not conducive to the long-term development of students, and it is difficult to maintain competitiveness in the fierce market competition.

4.4.2. Innovation Cases

Application of Smart Sports Devices: By introducing smart sports devices, some institutions have developed personalized training courses and successfully attracted a large number of students and parents. These organizations use smart devices to collect students' exercise data and develop personalized training programs based on individual differences, which not only improves the training effect, but also enhances students' interest and participation in learning. For example, one institution provides real-time feedback and personalized advice to trainees through smart devices to help them better master sports skills, and this innovative teaching model has achieved remarkable results in the market.

Development of School-Based Curriculum: Other organizations develop school-based curriculum through collaboration with schools to provide customized sports training services that incorporate the actual needs of students. These organizations have designed targeted sports training courses according to the curriculum of the schools and the characteristics of the students, which not only meet the diversified needs of the students, but also complement the physical education of the schools well.

4.5. Economic Drivers and Intensified Market Contradictions

4.5.1. Economic Drivers Analysis

The rapid development of the sports training market is closely related to the significant increase in capital attention. In recent years, the market attractiveness of the sports training industry has been increasing, attracting a large influx of capital. For instance, in early 2022, the number of sports training companies with registered capital of less than $1 million grew significantly, indicating a significant increase in capital interest in this sector. This large influx of capital not only provides sufficient financial support for the development of the market, but also brings more development opportunities for practitioners. The expansion of the market size provides more opportunities for practitioners, but also brings more intense competition. With the continuous development of the sports training market, more and more companies are entering this field, and the market competition is becoming increasingly fierce. This competition is not only reflected in course content and teaching quality, but also in marketing and brand building. Practitioners need to continuously improve their competitiveness in order to stand out in the fierce market competition.

4.5.2. Parental Demand and Policy Support

Parents are placing increasing importance on their children's athletic development and are willing to pay higher fees for their children's sports training. This demand has driven a boom in the market, making sports training the extracurricular activity of choice for many families. Parents generally believe that sports training not only helps to improve their children's physical fitness, but also fosters teamwork and a sense of competition, laying the foundation for their all-round development.

On the policy front, the Government continues to support the standardization and professionalization of the sports training industry. The "double-decrease" policy provides policy support for the development of the sports training market and promotes the standardization and professionalization of the industry. The implementation of the policy not only reduces the academic burden of students, but also creates a favorable policy environment for the development of the sports training market. By introducing relevant policies, the government encourages social capital to participate in sports training and promotes the development of the industry. At the same time, the implementation of the policy has also prompted practitioners to continuously improve their professionalism to meet the market demand.

4.5.3. Market Growth and Competitiveness Enhancement

The rapid development of the market also puts higher demands on practitioners. Practitioners need to continuously improve their competitiveness to cope with the increasingly fierce market competition. This includes not only improving the quality of teaching and innovative course content, but also strengthening brand building and marketing. Practitioners need to make continuous investment in curriculum design, instructor training, facilities and equipment to improve their market competitiveness. With the continuous development of the market, the standardization and professionalization of the industry has become an inevitable trend. Practitioners need to comply with relevant policies and regulations, and improve their professionalism to meet the development needs of the market. At the same time, competition within the industry will also prompt practitioners to continue to innovate and improve the quality of service to meet the diverse needs of parents and students.

5. Discussion

From the perspective of polycentric governance theory, many of the challenges faced by the current sports training market are rooted in the unitary regulatory body, the lack of specialized operations, the absence of market mechanisms, and the homogenization of training content. These problems are intertwined and have led to an unorganized market and inefficient regulation. The polycentric governance theory emphasizes that effective governance requires cooperation and interaction among multiple governance subjects, and that multiple subjects such as the government, the market, and social organizations should jointly participate in the management of public affairs. The current sports training market has obvious deficiencies in all these aspects, and there is an urgent need to achieve the optimization of the regulatory system and the sustainable development of the market through the polycentric governance framework.

As mentioned in the previous section, the unitary nature of the regulatory body makes the government dominant in the construction of sports venues, and the lack of participation and check-and-balance mechanism of the polycentric body makes it difficult to form an effective governance mechanism. The lack of professional operation is reflected in the government-led operation of stadiums, which often focuses on social benefits and ignores economic benefits, resulting in insufficient profit during operation. The lack of market mechanisms further limits the effective allocation of resources and makes it difficult to meet the diversified needs of society. The problem of homogenization of training content also seriously affects the learning effect of the trainees and the competitiveness of the market, limiting the further development of the industry.

To address these challenges, this study proposes a series of countermeasures based on polycentric governance theory. By establishing a cross-sectoral synergy mechanism, promoting industry accreditation and third-party assessment, dynamically updating the regulatory framework, and strengthening industry self-regulation and social supervision, the study aims to build a more diversified, professionalized and market-oriented regulatory system. These measures will not only help enhance regulatory efficiency, but also promote the healthy development of the market and the sustainable development of the sports training industry.

5.1. Discussion of Monolithic Regulatory Bodies

The vast majority of funds for stadium construction in China come from self-financing or financial allocations, and the government occupies a dominant position in stadium construction. This monolithic investment pattern has led to the government's absolute control over the development of the sports industry and the lack of participation and checks and balances by multiple actors. Polycentric governance theory emphasizes the cooperation and interaction of multiple governance subjects, and believes that multiple subjects such as the government, the market and social organizations should jointly participate in the management of public affairs. However, the current model of stadium construction fails to fully mobilize the enthusiasm of the market and social organizations, resulting in a single regulatory subject and making it difficult to form an effective governance mechanism. Therefore, the construction of multi-center governance is necessary.

To solve this problem, a joint regulatory group involving the government, the market and social organizations can be set up to clarify the duties and tasks of each department and strengthen information sharing and collaborative regulation. The government should play a guiding role in formulating uniform regulatory policies and standards, while encouraging the market and social organizations to participate in the construction and operation of sports venues. The government should introduce relevant policies to encourage social capital to participate in the construction of stadiums and form a diversified investment pattern. For example, social capital should be attracted to enter the sports industry by means of tax incentives and financial subsidies to increase market participation.

5.2. Discussion on Insufficient Professional Operation

Although the government has invested a lot of money in the construction of sports venues, it lacks professionalized ideas in the operation process. Therefore, improving the professional operation ability of each subject is the focus of improving the quality of supply in the sports training market. The government-led operation of sports venues often focuses on social benefits and neglects economic benefits, resulting in insufficient profits during the operation period. Polycentric governance theory emphasizes that each governance subject should play its own advantages and participate in governance together. The government should play more of a guiding role in the construction of sports venues rather than directly participating in their operation. The market and social organizations, with rich experience and advantages in professional operation, should be more involved in the operation of stadiums in order to improve operational efficiency and economic benefits.

The role of the government should be to formulate uniform qualification standards for coaches, provide regular professional training, and enhance the teaching ability of coaches. At the same time, it should set up a mechanism for reviewing the content of the courses to ensure that they are scientific and effective. In addition, organizations are encouraged to improve the professional level and teaching quality of coaches through cooperation with universities and professional training institutions. The government can also support institutions to enhance the attractiveness and competitiveness of their courses through the introduction of intelligent sports equipment and the development of personalized training courses. At the same time, institutions are supported to co-operate with schools to develop school-based curricula and provide customized sports training services that take into account the actual needs of students.

5.3. Discussion of Absence of Market Mechanisms

Due to the dominant position of the government in the construction of sports stadiums, the market mechanism has not been able to give full play to its role. The lack of market-based competition in the construction and operation of sports venues has led to inefficient utilization of resources, making it difficult to meet the diversified needs of society. The theory of polycentric governance holds that the market mechanism is an important means to improve the efficiency of resource allocation, and the competition mechanism should be introduced through market-oriented means to improve the operational efficiency and service quality of sports venues.

In this context, the government should establish a bidding platform for the operation of stadiums and attract the participation of high-quality social capital through an open and transparent bidding process. At the same time, it should establish a dynamic pricing mechanism to adjust service prices according to market demand and improve the efficiency of resource allocation. The government should regularly assess and update regulatory policies and laws and regulations to fill regulatory gaps in a timely manner and ensure the scientific and effective regulatory framework. For example, it should formulate corresponding regulatory policies in a timely manner for emerging stadium operation modes to ensure their healthy and orderly development.

5.4. Discussion of Homogenization of Training Content

Market research shows that most institutions in the current sports training market have a high degree of homogenization of course content. The courses of these organizations mainly focus on traditional sports such as soccer, basketball, swimming, etc., and lack diversity and innovation. In order to attract students and parents, some institutions overemphasize short-term results and neglect long-term skill development and interest cultivation. Although this short-term result-oriented teaching mode can attract students in the short term, it is not conducive to the long-term development of students and it is difficult to maintain competitiveness in the fierce market competition.

The government should set up a reward mechanism for curriculum innovation and give incentives to institutions that develop innovative and effective curricula. At the same time, institutions are encouraged to enhance the attractiveness and competitiveness of their courses by introducing intelligent sports equipment and developing personalized training courses. Institutions are supported to cooperate with schools to develop school-based curricula and provide customized sports training services that take into account the actual needs of students. In addition, exchanges and cooperation within the industry will be strengthened to promote successful and innovative cases, and to facilitate the upgrading of course content across the industry.

5.5. Discussions on the Increasing Contradiction between Supply and Demand in the Market

The rapid development of the sports training market is closely related to the influx of capital. While the influx of capital has provided the impetus for the development of the market, it has also brought about fiercer competition and higher operating costs. To address these challenges, it is recommended that the government promote the rational flow of capital through policy guidance to avoid over-concentration. At the same time, institutions are encouraged to enhance their market competitiveness by improving service quality and innovating course content.

The government should introduce relevant policies to guide the rational investment of capital and avoid excessive competition. For example, it should regulate the market order by setting up industry access thresholds to prevent the disorderly influx of capital. Encourage institutions to enhance their own competitiveness by cooperating with colleges and universities and professional training institutions to improve the professional level and teaching quality of coaches. Support institutions to enhance their market competitiveness through innovative services and products to meet the diversified needs of parents and students.

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