

# The Study of the Status and Development Trend of the Structure of Chinese Sports Industry

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**Abstract**—China's sports industry is still not reasonable, there still is coordination between mass sports and sports industry, structural imbalances between regions sports industry, sports industry develops slowly and lags behind the development of related industries, low physical effects associated with industrial structure. And to adjust Chinese sports industrial structure, we should innovate the system, implement the non-balanced and coordinated development of regional sports industry, foster the competitive performance industry, and other body fitness and entertainment industries, develop sports brokerage, consulting and other related industries, and actively guide high-level sports consumption, promote the development of sports tech industry by relying on scientific and technological progress,

**Keywords**- sports economy; industry; development trends

## I. INTRODUCTION

In the nowadays that the constantly advancement of the process of economic globalization, the sports industry as eternal sunshine industry plays a positive and active role, and are showing strong growth in the world, especially in some economically developed countries or regions, the annual sports industry have maintained double-digit growth in North America, Europe and Japan, the annual output value of the sports industry also ranked within the top ten industries.

Community-specific dual economic structure determines that Chinese sports industry reflects the different levels of development in different regions, shows the different consumer needs in different social strata. Because of the socialist market economic system is still in the process of continuous improvement, market allocation of resources on the basis of sexual function can not be fully realized, and there are the existence of monopolistic competition and oligarch competition in the sports industry, or even a cartel market. In order to ensure a fair, impartial and efficient sports market, we should take the macro-control of sports industry, to optimize the allocation of resources from the two aspects of sports industry' s structure and layout.

As one of the three components of Chinese sports industry, provides a powerful economic force and effective protection sports for the development of China's sports industry. Funds provided by the sports industry accounts for more than half of the country's sports funding, even up to 70% in some economically developed regions. However, see

from the overall level, the development of Chinese sports industry are still many problems: the internal structure is not reasonable; the proportion of the main industry is still small, the sporting goods manufacturing industry accounts the larger proportion; sports industry layout is not reasonable; sports industry agglomeration effects are not play effectively. Sports industry as an emerging industry lacks of appropriate policies. Therefore, to play its role in national economic development and highlight the advantages of China's socialist market economy, it is imperative to develop appropriate policies to ensure that the sports industry sustained, healthy and orderly development. With the adjustment of Chinese economic growth mode off, the development of the sports industry should be adjusted from the simple pursuit of scale and the number to the pursuit of quality, efficiency and other indicators of development. And we should start from improving the internal structure of the sports industry, and focus on content development path, develop a policy in line with the national sports industrial structure and layout in different times.

## II. CURRENT SITUATION OF SPORTS INDUSTRIAL STRUCTURE

### A. Large proportion of Hong Kong, Macao and Taiwan and foreign investment in the sports industry

In the context of economic globalization, China's sports industry has been greatly improved, both in Hong Kong, Macao and Taiwan regions. Such as businessmen and foreign investment still account larger proportion of the Chinese sports industry. In 2013, for example, the businessmen of Hong Kong, Macao and Taiwan and foreign account 45.78%, 41.34% in Chinese sports industry, and form a more intense competition with Chinese mainland enterprises. Thus, the investment of foreigners and Hong Kong, Macao, Taiwan and other places' businessmen in Chinese sports industry enterprises have become a major force to Chinese sports industry development. In order to promote better and faster development of our sports industry, we must increase its investment, to form evenly matched forces with foreign and other area businesses, to make a more healthy development of our country' s sports industry.

### B. The unreasonableness of sports industrial structure

Development of China's sports industry is influenced by traditional thinking, the phenomenon that unclear boundaries between the development of business and politics still exists, and has a greater impact on the organizational structure of

Chinese sports industry. Mainly in the lower levels of the organizational structure of the relationship, the structure is very loose and lacks the necessary links. It is difficult to form the overall force of the role, and thus not only affects the efficiency of production and the structure of the sports industry, and restricts the healthy development of Chinese sports industry. On the overall development of Chinese sports industry, it is difficult to form a scale and aggregation effects because of the small scale and the lack of large-scale enterprises, the relatively low rate of return.

*C. Chinese imbalance development of Sports industry between regions*

Our regional sports industrial develop very unbalanced, mainly in two aspects: on the one hand, the sports industry structure of China's eastern, central and western presents the pattern of a ladder; on the other hand, the level of development of the sports industrial structure have a larger difference between cities and towns. First, in 2010, China's provinces and cities in eastern, central and western was investigated as the main target, in which the eastern provinces of the sports industry in all provinces in the proportion of 90%, while the proportion of central and western are below 10%. Second, the development of sports industry and rural areas have great differences, the development of sports industry in the city is better, but in many rural areas, the sports industry is still in its infancy.

*D. All levels of sports industries are not closely associated and it is difficult to form a complete industrial chain*

The main structure of the system of the sports industry is formed by three levels, namely: the close link between the core layer, the external layer, and the industrial layer. In which the core layer is center and affects the size and structure of other levels, and associates peripheral layer. And there is closely association between the external layer the industrial layer, and thus provide an important condition and guarantee for the core layer. At this stage, the level of development of Chinese sports industry is limited, while the sports industrial structure of the system is relatively inadequate, and its development depends more on the industrial layer, while the small size of the core layer, it cannot play the full value of the sports industry.

*E. effect level of sports industrial structure is relatively low*

The structural effect has a significant impact on the development of the sports industry. Many economically more developed countries set the sports industry as a pillar industry. It is precisely because the sports industry plays a larger structure effect. At this stage, there is the large amount of output value of service industry of Chinese sports, but the overall increase in the value of the industry was only 25.36%. We can see the structure of Chinese sports industry is very unreasonable, the low level of structural effect will affect the healthy development of Chinese sports industry, but it is difficult to make the structure of the sports industry to play a more beneficial effect role in national economic development.

### III. CONNOTATION AND OBJECTIVES OF THE ADJUSTMENT OF CHINESE SPORTS INDUSTRIAL STRUCTURE

Based on the above analysis, there are still structural distortions in Chinese sports industry, mainly on the unbalanced number of different industries as well as the low convert ability of industrial structure. To adjust Chinese sports industrial structure, you must first define its meaning and goals to determine the adjustment direction to promote the effective development of sports industry.

*A. sports industry structure and the connotation of industrial structure adjustment*

Sports industry restructuring includes two interrelated aspects, namely the optimization and rationalization of industrial structure. Rationalize the structure of the sports industry to focus on strengthening the weak links of the building, in order to adjust the ratio of the sports industry internal sub-industries, thus to achieve coordinated development. It is the basis and premise for the development of sports industry. To physical optimize means to upgrade the industrial structure, technology and capital-intensive industrial structure, the degree of improvement, which emphasizes technology and the accumulation of knowledge, so upgrading traditional industries, while cultivating a number of high value-added, high growth potential of the emerging industry. In this dynamic process, the high technical level of the industry continues to rise, the technology is relatively backward and the industry is gradually being phased out, so that the sports tend to optimize the industrial structure. The optimization of sports industry structure is an important force in the development of the sports industry.

*B. goals of Chinese sports industry restructuring*

Sports industry restructuring, including rationalization and optimization of the structure of the sports industry, in which the rationalization of industrial structure correct the twisted state of sports industry structure, so as to achieve coordinated development of the state; to optimize the structure of the sports industry is to promote the upgrading of the industrial structure, and seek faster growth rate and higher social and economic benefits from coordinated development of industrial structure. Therefore, the adjustment of industrial structure of Chinese sports should not be a general sense of adaptation, it should be driven by high-tech, global and the long-term economic development has a significant impact on the strategic adjustment; it should not be localized, temporary adjustments, but should be the full adjustment that the goals based on improving the overall quality and competitiveness of Chinese sports industry to achieve sustainable development of Chinese sports industry structure. The basic goal of the adjustment can be set as: improve the international competitiveness of sports enterprises through upgrading the industrial structure through sports, technological progress. By restructuring and forming a complete industrial chain of sports, Chinese sports industry can maintain a high speed growth in a period of time. By accelerating the structural transformation and institution building in the adjustment, we can make a positive response

and establish a new mechanism to adjust the structure of its own contradictions.

#### IV. DEVELOPMENT TREND OF CHINESE SPORTS INDUSTRY

##### A. *sporting goods market*

Sporting goods market is the consumer market, but with the characteristics of sports goods market. Such market compared to other sports market, has a relatively high degree of development, and is a mature market. As competition intensifies, asset restructuring activities among enterprises will be further active. Large enterprises, famous enterprises' advantages of acquisitions, joint, restructuring, expansion capital through the capital market will merger, the trends of the formation of enterprise groups will show. The competition between domestic sporting goods companies and similar foreign companies both in the domestic and foreign markets will be more intense. After the "WTO" and the successful bid, the world's leading sporting goods companies will enter Chinese market on a larger scale. They will use a variety of investment vehicles as owned, joint venture and capital market operations and other large-scale implementation of brand strategy, the more domestic sports business would be set into its range of global business strategy. Especially in developed regions of the sporting goods consumer market (mainly low-sporting goods) is expected to be gradually started, the level of consumption will be higher. The hot issue phenomenon of two selling situation may appear on the market, that is, the low and selling high-end products are highly marketable, and the mid-range products are unmarketable. Sporting goods companies adapt to the changes in consumer demand, the production of sporting goods will have the trend of diversified, multi-energy, miniaturization, green and comfortable. The development investment and technological content of products will continue to increases, it is essential that have the capabilities of product and brand which has independent intellectual property rights.

Sporting goods market is the substances of sports goods market, although the market has a considerable regulation at present

, there is still the possibility of rapid development in the future.

##### B. *Competitive Performance Market*

Competition performance of Chinese sports industry is an important industry, it affects the development of sports fitness and entertainment, sports venue construction and sports equipment, supplies and other areas. The macroeconomic environment is an important factor in the development of the industry. The development of competitive performance market, on the one hand there will be more sports items go into the professional sports market; on the other hand, the rapid and prior development of competition performance market priorities will drive fitness and entertainment market and other related industries.

##### C. *Fitness and Entertainment Market*

Fitness and entertainment market is the core market of the sports industry, the major role of developing the sports industry is the steady development of fitness and entertainment market, the need for self-evident. Seeing from the feasibility, first, the development of fitness and entertainment market is an important aspect in boost consumer spending, and is expected to be strong supported by government; the second is reforms of physical system, especially market-oriented reforms of social sports and sports management system, and will further promote the sports market allocation of resources, and promote fitness and entertainment market's growth and development; Third, the changes of consumption structure and industrial structure will further release structure benefit, this structure benefit on the one hand is efficient to activate fitness and ornamental consumption, on the other hand will drive social capital flows to fitness and entertainment markets.

##### D. *sports intermediary market*

Sports intermediary market is the catalyst for the sports industry, as a development priority the sports intermediary market is to solve the "bottlenecks" that exist in the development of sports industry, to drive the entire sports industry by accelerating the development of this market, especially development of the entertainment and fitness competition performance. With the improvement of the degree of market competition, all kinds of sports enterprises' awareness of intermediary services will be significantly improved, the market demand will become active. Expected domestic professional sports agency and all kinds of sports in the number of brokers will have higher growth, the intermediary will be involved in intensified competition. Foreign agencies will enter the domestic sports market on a larger scale. With the law being built better and better, the management of sports intermediary market will gradually standardized, enter into barriers, especially in project intervention centers of quasi-administrative units and the interventions of associations will be reduced. Domestic universities will set the relevant professional training in sports and thus increase the brokerage business professionals.

##### E. *Holiday Economic Market*

Holiday economy in our country is the result of the joint effect of various policies. The development of holiday economy and sports industry, stimulate the economic growth as a strategic move, people in practice pleasantly surprised. "May 1st", "October 1st", "New Year" holiday directly spawned the "holiday consumption" market, and has brought unlimited business opportunities to the many industries, also bound to promote the development of sports and related industries. As Chinese "sunrise industry", sports industry has shown great vitality and huge market potential in the new century. Therefore, changing the sports system, operation mechanism and ideas which formed under the planned economy, in accordance with the basic requirements of the socialist market economic development, to form the market-oriented market mechanisms to adapt the sports market and

the development of the socialist economic system, and this is the inevitable trend of Chinese Industrialized sports.

#### V. CONCLUSIONS

we can innovate the system, implement the non-balanced and coordinated development of regional sports industry, foster the competitive performance industry, and other body fitness and entertainment industries, develop sports brokerage, consulting and other related industries, and actively guide high-level sports consumption, promote the development of sports tech industry by relying on scientific and technological progress, development trend of Chinese sports industry, by adjustment of Chinese sports industrial structure, and so on.

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