

through the network and the central data base data communication and synchronization, so as to ensure the accuracy and consistency of information personnel. In the sporting goods manufacturing industry, also introduced a variety of management information system, enhances the management efficiency and working level.

IV. THE USE OF INFORMATION TECHNOLOGY, PROMOTING THE DEVELOPMENT OF THE SPORTS INDUSTRY THE WAY

A. *The use of information technology, to enhance the people's sports consciousness along with the people living standard enhancement*

We must increase the physical function of the propagandist strength, arouse people to actively participate in sports consciousness, make it possible for people to form a correct concept of sports consumption, and consciously participate in sports physical fitness and recreational activities, further tap the sports consumption market potential, to become a bright spot in the national economic growth.

B. *As a result of the information technology of high input, must rely on government support*

Sports industry in many developed countries to become the pillar industry of national economy, but the present situation in our country, sports industry and education, cultural comparison, the apparent lack of government support. Our whole physical capital investment of fiscal expenditure in China accounted for only 0.4%. than even the economy is not developed in India, India on the sports investment accounts for the national fiscal expenditure 1%. National Sports Training Council annual funding gap amounts to about 10000000 yuan, so sports funds. According to the data, our country existing stadiums per capita is only 0.55m², and American per capita 14m². This shows that China's sports facilities, site of shortage, unable to meet the broad masses of the people increasing fitness entertainment needs.

C. *The use of information technology, improve the sports industry production and marketing and innovation ability*

Through the information technology to the traditional sports industry transformation, and continuously improve the sports industry product quality, and actively develop quality and cheap sports products. Through market supply demand relations and mass media to promote the sports business and product sales, to meet consumer demand for mass sports service, sports competition performance of various levels of demand, promote the sustainable, healthy development of the sports industry. In the knowledge economy society, the people of the sports products and sports consumption patterns will present many new and higher requirements, in addition, a new

way of life such as adventure tourism, extreme sports and other projects in the future, there are broad prospects, in this case, the enterprise must use the information technology, continuous innovation, increase knowledge content, in order to adapt to market demand.

D. *The use of information technology, strengthen the cooperation between sports industry*

The present stage of our country's sports industry small scale of operation, operating a variety of dispersive, competition ability is not strong, not with the well-known international brands to compete, but only through the use of information technology, strengthen cooperation between enterprises, the advantage is complementary, powerful powerful combination, common to create their own brands, establish their own brands can be effectively to solve the.

V. CONCLUSIONS

Mankind has entered the information age, computer and network as the core of modern technology continuous development, is becoming more and more profoundly changing our way of life and production, working way and way of studying. The modernization of education increasingly rapid pace, modern information technology has entered the school, entered the classroom. Only a clear modern information technology teaching and traditional sports teaching, modern information technology teaching ability in physical education played a very good role. Modern information technique teaching can not be used as sports teaching is the main teaching means, it is only an auxiliary teaching tool, is a kind of means, a form of teaching, plays the decision role or the teaching content and teaching method. We only use modern information technology teaching advantage, face the traditional teaching methods of practical value, can be properly, the correct use of it, thus truly entered the modern era of information technology teaching.

REFERENCE

- [1] Hao Wunan, Su Qiaoru. On sports industrialization and sports legal construction [J]. Journal of physical education, 1999, (5): 22-25.
- [2] Xiao Peixiong, Lu Shuting, beam out, such as.21 century information industry and sports industry [J]. Guangzhou Sports University, 2002, (3): 68-70.
- [3] Liu Xijia, Zhou Jiang, Zhao Shilu. The modern scientific technology and sports industry development [J]. market modernization, 2007, (5): 45-46.
- [4] Deng Yu. Information technology to promote sports development behind the [N]. China sports daily, 2009-09-02.
- [5] Zhao Xi sports market diversification expansion policy started [J]. consumption daily, 2010-03-29.