

## Problems and Countermeasures of China's Sports Industry Research

Baodong Yan/(1968-), male, vice professor

P.E. Department,  
Yulin University  
Yulin, Shanxi, China  
Email: ylybd@sina.com

Ying Yu /(1969-), female, vice professor

P.E. Department,  
Yulin University,  
Yulin, Shanxi, China  
Email: ylybd@sina.com

**Abstract**—After years of development, China's sports industry has the potential to become a new economic growth point, in this paper, through the analysis of present situation of the sports industry is facing problems and limiting factors of the sports industry and from the Angle of theory and practice, put forward the countermeasures to solve the problem.

**Keywords**—sports industry; develop

### I. INTRODUCTION

North America, Japan and some European countries and regions in their domestic sports industry output share of GDP has more than 1%. The sports industry in these countries are or have become new economic growth point. Sports industry due to non-polluting, low energy consumption and strong permeability characteristics. has been characterized as a key development of the industry in many countries, in addition the sports industry is labor-intensive industry that can solve a lot of employment problems. Therefore, its development should be pay sufficient attention in China. China's sports industry is narrowing the gap with developed countries. it has potential to become the new point of growth, But there are still many restrictive factors and problems to be solved. Study of the problems current sports industry is facing in China, promoting their healthy development has the very important theory value and practice value.

### II. CONNOTATION AND EXTENSION OF THE SPORTS INDUSTRY

Research on sports industry must first solve the problem of the connotation of sports industry, Chinese scholars have not yet formed a unified opinion on the connotation of sports industry, But no matter how to define the connotation of sports industry is to better study the development of services for the sports industry. The author thinks that sports industry refers to the physical labor in the form of industry sectors providing services to consumers. Extension of the sports industry can be summarized as follows: Sports body industry, sports industry derived, sports-related industries. Sports body industry mainly refers to the various high performance sports race, All kinds of sports fitness services, Various business of sports training, all kinds of sports leisure and entertainment services created by sports and sports

television development and so on intangible assets. Its main characteristic is obvious physical attributes, are all kinds of sports services and products to meet the different needs and consumption of sports industry.

Sports industry mainly derived refers to all types of sports equipment and part of special sports equipment production, sports publications, sports artifacts, a part of the sports science research and so on. These industries are characterized as arising from sports, if there is no sports body industry they will not appear and form an industry.

### III. THE PROBLEMS OF SPORTS INDUSTRY

#### A. Actively improve the sports industry policies and regulations for effective management

Sports industry practitioners must clearly establish the concept of the sports market, which is the development of sports industry must first be solved a fundamental problem. Development of the sports industry to the needs of the market should be configured based on the sports industry resource, And size According to market demand to decision making and investment. If there is no market demand that Sports industry will not arise. We should truly master and set up concept, principle, means and methods that market economy demands to promote healthy development of sports industry. Therefore, we need deepen our consciousness, change ideas and establish corresponding policies to promote the rapid development of our country's sports industry, to expand scales of sports industry, to avoid repeated investment of industry project, and to effective control the policy implementation. When managing sports industry, we should separate Non-profitable State-owned Assets from State-owned operating assets, implement management methods to different portfolio methods and clarify investment mechanism, and separate property and rights. We should change government function, separate administrative function of government from property rights of state-owned assets of sports industry, separate ownership from management rights, and to realize industrialization management. Based on formulating comprehensive management methods, it should also have detailed regulations for every unit of management and sports events strengthen manoeuvre ability. When formulating the policy of sports industry, we should combine long-term development with current profitability. The formulation of long-term sport industry

policy should be based on prediction of current industry structure, which could develop into structure with better economic benefits. At the same time, choosing appropriate current subordinate industry should also be taken into consideration when promoting balance development of each unit within sports industry. Formulating sports policy that could give full play to current profitability refers to choose highly profitable industrial organization form, through maintaining or changing current market order, to promote rational flow and effective utilization of resources. Besides that, under the background of China entering WTO, China should formulate and perfect industry standard of sports industry, so as to regulate the development of sports industry and approach the world level. Generally speaking, the current sports system and policy of China need to be reformed and innovated, association union and club system with Chinese characteristics should be perfected as soon as possible. Through continuous policy innovation, it could be ensured the cross-century and sustainable development of China's sports industry. Meanwhile, we should also implement modern enterprise system within sports industry on the microcosmic level, to realize modernization, internationalization and uniqueness of management content and management mode of the whole industry as a whole. An sports management enterprise should set up service marketing concept. To realize the combination of guiding consumption and market positioning with subdivision, marketing means, enterprise image, and ideal construction, all sports management enterprise should concentrate study, explore boldly, and continuously promote operating Performance. In a word, breaking through difficult points could ensure key points. Fitness entertainment industry and contest performance industry are the development emphases of sports industry, and they must have key breakthrough in the elements and links that restricts self-development.

#### *B. Choose leading industry of current industry correctly*

As discussed previously, choosing an appropriate industry to develop plays a promoting role for the whole sports industry when managing sports industry and taking it as core will enable the industry and trade develop rapidly and is beneficial to the structure adjustment, which will achieve higher economic benefits. In many fields of sports industry, the industries that could affect the whole industry and play a leading role will have larger and stronger relevance to the whole sports industry. And these are the leading industries. Leading industry is at the center of supply and demand. The elasticity's of income and demand and price elasticity of Products (including immaterial product) are the highest, and the backward linkages and forward linkage are the highest. Leading sports industry has its own characteristics and law, which plays driving effect. This driving effect mainly presents the driving role it plays for supplier and demander that has direct relation between supply and demand with the leading industry. According to the selection standard of leading sports industry, China locates the leading sports

industry as sports Neumann industry, such as sports competition performance and body building industry. But China's sports competition has not become brand industry, such as basketball and football that Chinese people like and have enjoyment but the whole level do not high, plus the substitution effect of NBA and European football. Recent research indicate that the number of Chinese football spectators has a decreasing tendency, the number of spectator that watch games through TV relay and Internet has a increasing tendency. Because the TV relay and Internet have increased the choices of Chinese spectators, which makes the substitution effect more obvious. Therefore, if China takes sports competition as its leading sports industry, it should create its own brand industry and starts from the events that have advantages and enjoyment. In addition, according to the selection standard of leading sports industry, sports industry must have strong influence and attraction on the spectator, and could lead the whole sports industry. Only this kind of industry could have larger market capacity and the capacity of industry expanding. When placing sports competition as the leading industry, it should also take the development of spectator into consideration. After all, sports needs the involvement of the mass, and mass sport is a tie. If the mass involved in the sports, it could play a promoting role for the fitness industry. The fitness industry that has close relationship with the mass is also the important direction of Chinese sports. Fitness industry could promote sports consumption, become consumption habits of sports, so it needs key supporting.

#### *C. The promoting force of technology and talent training*

Technological innovation is the centre of the promoting force of technology in industrialized sports operation. If we blend new technology into the industry, the new production capacity it generates is the technology innovation. Technology innovation is an important means for promoting added value of products, and it is also the dynamics of the industry innovation. Technology innovation is very important for the manufacturing industry of Chinese sports industry. At present, 60% sports goods of the world are made in China. But China only manufactures low end products, or processes supplied material, and the added value of products is low, the main reason of which is that Chinese industry has not grasp the core technology of production. In addition, because China do not have its own core technology, which leads to the fact that it is difficult for the products that China develops independently to become brands. In recent years, 85% of the sale of sports goods in the world is brand products. Chinese sports industry mainly lacks not only the personnel and selling talents of sports products, But also lacks management talents responsible for sports industry, sports market planning, supervision function, and sports broker with high quality. Because lack of sports industrial management professionals, it has severely restricted the development of sports industry. But,

at present, China does not have specialized agency that trains sports management personnel, therefore, constructing training system for sports management personnel is an urgent task at present. As for the direction of talent training, we need not only generalists who master sports management, but also personnel who master many project operations at the same time. Besides that, it also needs specialized staff who could manage sports industry that is the person who specializes in certain project of sports management. China needs specialist especially at present. As the personnel training mode, we could train different kinds of personnel, which could meet the different needs. As for the specific training ways, we could adopt pasteurized training method. Take America, the most developed country for example; it mainly relies on universities of different subjects to train 3 different sports management personnel: the first class relies on business school. In curriculum design, to train sports management personnel of high level. This kind of training method combines MBA Curriculum with physical education. The second class relies on the physical education department of each university, in curriculum design, to train sports management personnel with high-ranking or medium-ranking talent. It combines Physical education with industrial and commercial administration curriculum; an academic year is 2 years. This kind of personnel mainly engages in operation and management of sports industry. The third class relies on physical education department or community college of each university to train specialized sports management

personnel. It has two kinds of academic years: that is 4 years and 2 years. This kind of personnel, after graduation, mainly works at individual sport club and intermediary organization that engage in special competition management and special athlete's agents. This form is very popular in America. And many universities carry out this kind of training. In China, due to the immature of Chinese sports industry, the training ways of the first class should take some optional courses to train sports management personnel in business school of China. In China, the emphasis of train sports personnel at present should focus on the 2 class and the 3 class, that is, engaging in sports management, special competition management and athlete agents. As for the training ways, it could be realized through physical education institutes and physical education departments of normal colleges that have strength in this field.

#### REFERENCES

- [1] Tianlang Zhong . Introduction of sports economics. [M]Shanghai : Fudan University Press. 2004.1.59—60.
- [2] Xiaolong Liang. Considerations of current problems of china's sports Industry. The Journal of Sport History and Culture. [J].2005.1.3-7
- [3] Wang Yuanbang, bao xiaoming. Government and the sports industry [J]. Journal of Tianjin University of Sport. 2003.18.(3).
- [4] Li Bing. Study on the university sports associations in the construction of campus culture [J]teaching exploration,2008.5
- [5] Zhou fugui, pay an on sports club in college group activities in the status and role of[J]Journal of physical education, 1999,3:98100