

Research on the Integration and Development of Sports Industry in Chengdu-Chongqing Twin-city Economic Circle

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Abstract

Under the background of new development in the new era, there is a new opportunity for the integrated development of sports industry in Chengdu-Chongqing Twin Cities Economic Circle. The strong support of the national policy, the higher economic development level in the region and the complete transport system create the possibility for the integrated development of the sports industry. This paper uses the literature method, data statistics method, logical analysis method and inductive summary method to analyse the current situation and problems of the integrated development of the sports industry in the Chengdu-Chongqing Twin Cities Economic Circle, and on this basis puts forward proposals to accelerate the integrated development of the sports industry in the Twin Cities Economic Circle of the Chengdu-Chongqing region.

Keywords

Chengdu-Chongqing Twin-city Economic Circle; sports events; integrated development.

1. Introduction

In 2019, the Outline for the Construction of a Strong Sporting Nation (Guo Ban Fa [2019] No. 40) issued by the General Office of the State Council pointed out that by 2020, a new mechanism for the development of sports compatible with the establishment of a moderately prosperous society in all aspects would be established. In order to implement the work deployment of the Party Central Committee, in April of the following year, the sports bureaus of Sichuan Province and Chongqing Municipality signed the Framework Agreement on Promoting the Integration and Development of Sports Public Services in the Chengdu-Chongqing Region, and the cooperation between the two places regarding the sports industry was officially opened. In September of the same year, the Chengdu-Chongqing sports departments to online way to coordinate the signing of the "Chongqing Municipal Sports Bureau of Chengdu Municipal Sports Bureau of the Twin Cities linkage to jointly promote the sports integration and development of the co-operation agreement". In this paper, the value of the sports event itself, combined with the impact of sports events to promote the development of the city, put forward the recommendations for the integrated development of the sports industry in the twin-city economic circle of the Chengdu-Chongqing region.

2. The realistic foundation of the integrated development of sports industry in the twin-city economic circle of Chengdu-Chongqing region

2.1. National policy support for the integrated development of the sports industry provides a guarantee

Under the background of General Secretary Xi's new era of development, the state's development of the sports industry has increased, and the importance of competitive sports is also increasing. Among the strategic tasks of the Outline for the Construction of a Strong

Sporting Nation, there is another one which is to accelerate the development of the sports industry and cultivate a new driving force for economic development. In today's economic globalisation, the general direction of economic development is integration and development, and it is the same for the development of small domestic regions.

In January 2020, General Secretary Xi presided over the sixth meeting of the Central Financial and Economic Commission and made a decision to promote the construction of the Chengdu-Chongqing Region Twin Cities Economic Circle and the economic development of Chengdu and Chongqing as another growth pole for future urban development. The scope of the Chengdu-Chongqing Twin Cities Economic Circle includes 27 districts (counties) in Chongqing such as Wanzhou, Fuling, Hechuan and Yongchuan, as well as 15 municipalities in Sichuan Province such as Chengdu, Mianyang, Zigong, Luzhou and Yibin. The area covered by the policy is vast and populous, and the people have a high demand for the sports industry. This provides a possibility for the integration and development of the sports industry in the twin-city economic circle of Chengdu-Chongqing region, and with this good opportunity, it is likely to usher in a new starting point for the integration and development of the sports industry in the region.

2.2. High-speed development of the economic level for the sports industry integration and development provides realistic support

According to the relevant data: only in 2020, the gross national product of Sichuan Province reached 4859.88 billion yuan, an increase of 3.8 per cent over the previous year. data from the Chongqing Municipal Bureau of Statistics showed that the annual gross regional product in 2020 was 2,500,279,000,000 yuan, an increase of 3.9% from the previous year. Chongqing Municipal Bureau of Statistics, 2020-3-18.]]]Meanwhile, Chongqing's annual consumer prices rose 2.3 per cent over the previous year. Sichuan and Chongqing have a relatively strong atmosphere of leisure and entertainment, coupled with the epidemic for people's sports and fitness attitude change, so that the development of urban sports tourism and sports industry has an opportunity.

2.3. The improvement of the transport system creates the possibility for the integrated development of the sports industry

Sports events want to achieve the integrated development of the region, efficient and complete transport system must be essential, only to achieve the effective connection of the major transport systems, in order to provide possibilities for the integrated development of the sports industry. Railway, highway, aviation, water transport, communications and other infrastructure interconnections, roads, railways, water transport and aviation seamless connection between the Chengdu-Chongqing region to promote the integration of sports events development process to provide effective protection. By the end of 2020, the total passenger load through various modes of transport in Sichuan province will be more than 120 billion, and the mileage of highways will be 8,140 kilometres at the end of the year. Longer highway mileage and larger tourist turnover provide a guarantee for the integrated development of sports events in the twin-city economic circle of Chengdu-Chongqing region.

3. The significance of the integrated development of the sports industry in the twin-city economic circle of the Chengdu-Chongqing region

3.1. Promote the high-quality development of the economy of the Chengdu-Chongqing Twin Cities Economic Circle

The integrated development of sports events will push the region's sports industry in a favourable direction, and integrate the integrated development of the industry into the pattern of economic development of the Chengdu-Chongqing Twin Cities Economic Circle, which is also

more conducive to the upgrading of the sports industry, and improving the innovation of the supply mode of the sports industry and promoting the optimization and upgrading of the structure of the sports industry are the keys to promoting the integrated development of the sports industry. New Achievements in Innovation and Development in the Field of Sports" and "Giving Full Play to the Important Role of Sports in the New Journey of Comprehensively Constructing a Socialist Modernised Country" the realistic initiative of the goal of a sports power.

3.2. Promoting industrial transformation and upgrading of the twin-city economic circle in the Chengdu-Chongqing region

In modern urban development, the development of the secondary and tertiary industries will account for an increasing proportion of the overall economic development, and at the same time, the allocation of resources in the city will gradually gather towards the secondary and tertiary industries. Data show that in 2020, the added value of the secondary industry in Chongqing Municipality will be 999.221 billion yuan, an increase of 4.9 per cent; the added value of the tertiary industry will be 1,320.725 billion yuan, an increase of 2.9 per cent; and the gross domestic product of the secondary and tertiary industries in Sichuan Province will increase by 3.4 per cent in 2020 compared with that of the previous year. The development of sports events involves the construction industry in the secondary industry and the sports service industry in the tertiary industry. 2.3 Promoting the Establishment of City Image of Chengdu-Chongqing Twin Cities Economic Circle

The enhancement of urban competitiveness can effectively rely on the organisation of large-scale sports events, and the 2008 Beijing Olympic Games, with the distinctive theme of "Green Olympics, Humanistic Olympics, and Technological Olympics", will be the most important event in the region. The direct changes brought about by the event have changed the ecological environment of Beijing, and at the same time enhanced the city's image and core competitiveness, laying the foundation for the future construction of the city of Beijing's "green and harmonious" concept.

Chongqing has hosted large sporting events, including the International Marathon and the National Indoor Parachuting (Wind Tunnel) Championships, which have been well attended and influential, and have helped to build the city's image. Chengdu, as one of the birthplaces and inheritance places of Ba Shu culture, has a profound cultural heritage, which is conducive to attracting more people to visit Chengdu, and is conducive to the development of sports tourism, which in turn promotes the development of sports events. The 31st WSU Summer Games will be held in Chengdu in 2021, and in the bidding for the event to the perfect end of the whole event, through the creation of the competition scene and the on-site atmosphere experience, and other forms, together with the integration of traditional culture and culture, it is a good promotion for the establishment of Chongqing's city image. Through the creation of the competition scene and the experience of the on-site atmosphere and other forms, together with the integration of traditional culture and modern sports events, Chengdu's unique city image was well established.

4. Problems of the integrated development of sports industry in Chengdu-Chongqing Twin Cities Economic Circle

4.1. Inadequate system for the integrated development of sports events in Chengdu-Chongqing twin-city economic circle

The system of sports events is mainly the administrative management system, from the administrative point of view, the administrative subject can exercise administrative power in its own name, make administrative acts affecting the rights and obligations of the

administrative relative, and can independently assume the corresponding legal responsibility arising from the social organisation.

Each city in the twin-city economic circle of Chengdu-Chongqing region has its own relatively perfect administrative management system. There are also differences in the scope of duties, the way of authority and the depth of responsibilities of the administration in different places, which leads to the difficulty of forming a unified standard of administrative system in the region, coupled with the fact that there are very few cases of integrated development of sports events and institutional reforms within the scope of the Twin Cities Economic Circle of Chengdu-Chongqing Region, which leaves a big gap in this issue. Therefore, from the side can also reflect the Chengdu-Chongqing Region Twin Cities Economic Circle sports events integration and development of the system is not perfect.

4.2. Insufficiently open-mindedness in the integrated development of sports events in the Twin-city Economic Circle of Chengdu-Chongqing Region

With the continuous development of society, people pay more and more attention to physical health, through participating in sports activities to achieve the purpose of physical exercise; through watching sports events to meet the needs of the spiritual level has become their life.

5. Suggestions and paths for the integrated development of sports events in the twin-city economic circle of Chengdu-Chongqing region

5.1. Multi-dimensional integration, innovative development, and promote the development of "Sports + N".

The integrated development of "sports +N" and "N+ sports" is an important path for the integrated development of sports events in the Chengdu-Chongqing Twin Cities Economic Circle. It is not only an inherent requirement for the integrated development of Chengdu-Chongqing sports events, but also an inherent requirement for the construction of the "Chengdu-Chongqing Twin Cities Economic Circle". Firstly, it is necessary to cultivate industries with high development potential, such as sports training, stadium services, scientific and technological sports, sports lottery and other industries, so as to drive the development of sports events through industrial development. Secondly, the two places can complement each other's advantages, jointly establish demonstration bases for sports events, and create special urban cultural sports venues and modern advanced technology sports experience venues.

To maximise the use of existing national policy concessions and support for the development of sports, through the "sports + N" integration and development model, the use of the government's visible hand and the market's invisible hand together, to promote the development of Chengdu-Chongqing region multi-faceted, multi-level and multi-dimensional integration, to accelerate the level of Chengdu-Chongqing sports events external cooperation, grow the scale of Chengdu-Chongqing sports events, optimise the development of sports events, and optimise the development of Chengdu-Chongqing sports events, to promote the development of sports events. accelerate the level of foreign cooperation of Chengdu-Chongqing sports events, grow the scale of Chengdu-Chongqing sports events, optimise the structure of Chengdu-Chongqing sports events, and further promote the high-quality integrated development of Chengdu-Chongqing sports events.

5.2. Policy-oriented, giving full play to the leading role of the government

When cities bid for sports events, they should deeply implement and understand the spirit of national policies, set up special groups to interpret policies, and pay close attention to national policies and the development direction of sports events. For the time being, the organisation of domestic sports events is accepted and recognised by the general public, which largely

indicates that the development of sports events is moving in a right direction. The government plays a supportive and guiding role in large and small sports events, and it is even more necessary for the government to play a leading role in order to realise the integrated development of sports events in the Chengdu-Chongqing Twin Cities Economic Circle. At present, the Chengdu-Chongqing Twin Cities Economic Circle sports events integration and development is in its infancy, the relevant policies and regulations have not yet been formed, want to accelerate the development of the Chengdu-Chongqing Twin Cities Economic Circle sports events integration and development, the government's leading role must be indispensable.

5.3. Break the traditional concepts, establish the "integration" development thinking.

Chengdu-Chongqing two places sports events development are relying on the development level of their respective sports industry, as well as inherited the local traditional sports development model and experience, the two places of sports administration and management system, operation mode, sports development standards and other aspects of the lack of exchanges and sharing. However, in the context of the construction of the Chengdu-Chongqing Twin Cities Economic Circle, the integrated development of Chengdu-Chongqing sports events is to achieve "interchangeable interests", "complementary advantages" and "resource sharing". We should recognise that integrated development is the inherent demand for the development of sports events in Chengdu-Chongqing area, and that "synergy" and "integration" is a necessary way to promote the high-quality development of sports events in Chengdu-Chongqing area.

In today's economic globalisation, there are fewer and fewer cases of independent development of any country, any city, any industry, we have to comply with the international and domestic development trend, and actively respond to the national policy, break the traditional concept of separate government, closed to each other, and integrate the development of Chengdu-Chongqing sports events. We should think together how to make rational use of the background of "Chengdu-Chongqing Twin Cities Economic Circle" to integrate the integrated development of sports events into the overall economic development.

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