

Research on Innovation Service of Sports Industry in Zigong City in Response to Aging Challenge

Huigao Xie, Jianhui Zhou *, Haixia Wang, Huan Liang

Sichuan University of Science & Engineering School of Physical Education, Sichuan Zigong, 643000, China

* Correspondence Author Email: 984342333@qq.com

Abstract

This paper focuses on how the sports industry in Zigong City can cope with challenges and explore opportunities through service mode innovation under the background of continuous deepening of population aging. Firstly, the article analyzes the status quo, characteristics and socio-economic pressure of population aging in Zigong City, and evaluates the main problems existing in the process of serving the elderly population in the current sports industry. On this basis, combining the theory of industrial innovation, the concept of healthy aging and the thinking of service design, the implementation path of sports industry service innovation in Zigong City is systematically constructed from five dimensions: product supply, service mode, science and technology empowerment, industry integration and policy support. The study suggests that Zigong City should go beyond the traditional category of "fitness" and devote itself to building a comprehensive service system centered on elderly users and integrating "fitness, health care, social interaction, entertainment and consumption." At the same time, we should deeply excavate Zigong's unique cultural IP value of "salt, dragon and lamp", promote the deep integration of sports industry and cultural resources, and strive to build an "age-friendly" sports service innovation city with national demonstration significance, so as to realize the coordinated improvement of social and economic benefits.

Keywords

Aging population; sports industry; innovative services.

1. Specific Composition of Prefabricated Construction Cost

Since the 21st century, China is experiencing the largest and fastest population aging process in the world. By the end of 2024, the population aged 60 and over had reached 310.31 million, accounting for 22.0% of the total population, and the aging degree continued to deepen. Under this macro background, the aging trend of Zigong City in Sichuan Province is particularly typical. As an old industrial city, Zigong entered the aging society earlier, showing significant characteristics such as large base, rapid growth rate, aging and empty nest. This profound transformation of population structure poses a severe challenge to its social protection system, public service ability and economic growth power. However, challenges often coexist with opportunities. The large-scale elderly group has given birth to a broad "silver hair economy" market, and its demand for high-quality life such as health, entertainment and social interaction has also brought new growth points to related industries. As an important part of general health field, sports industry has unique value in promoting physical and mental health of the elderly, delaying functional degradation and enhancing social participation. Therefore, promoting the service innovation of sports industry for the elderly is not only an inevitable requirement of the national strategy to cope with the aging population, but also provides an important opportunity for the transformation, upgrading and differentiated development of sports industry in Zigong

City. At present, the sports industry in Zigong City is still in its infancy in serving the elderly, with problems such as single service supply, insufficient product pertinence, low degree of scientific and technological integration, weak industrial synergy, etc. Through systematic analysis of the aging status quo and sports service shortcomings in Zigong City and drawing lessons from advanced experience at home and abroad, this study aims to put forward a set of systematic and operable innovative service strategies, provide decision-making reference and practical guidance for the government, enterprises and relevant institutions of Zigong City, and help the city transform the aging pressure into a new impetus to promote the high-quality development of economy and society.

2. Analysis on the Status Quo and Challenge of Aging in Zigong City

The aging situation in Zigong City is grim, which is mainly characterized by the following aspects:

2.1. Aging is deep and fast

The aging rate of Zigong City is higher than the average level of the whole country and Sichuan Province for a long time. According to the data of the seventh national census, the population of Zigong City aged 60 and above has reached more than 680,000, accounting for more than 27%, and the population aged 65 and above has reached more than 530,000, accounting for more than 27%, entering the stage of deep aging. As the second "baby boom" population after the founding of New China gradually enters old age, it is expected that the aging process will further accelerate in the coming period.

2.2. The trend of aging and empty nest is obvious

The elderly population aged 80 and above in Chengdu City continues to increase, and the nursing needs of disabled and semi-disabled elderly people are increasingly prominent. At the same time, due to the outflow of labor force and the miniaturization of family structure, the proportion of empty-nest families continues to rise, and the needs of the elderly in spiritual comfort and social communication are significantly enhanced.

2.3. Old before rich, consumption ability to be stimulated

As a traditional industrial city, Zigong has a considerable number of elderly people with limited retirement income and generally adhere to the concept of frugal consumption. Therefore, how to provide cost-effective and attractive products and services and effectively stimulate the consumption willingness of this group has become an important issue facing the current market.

2.4. Diversified levels of demand

Nowadays, the elderly are no longer limited to basic survival needs, and gradually develop a multi-level and diversified demand system, mainly including health maintenance (such as chronic disease management, functional rehabilitation), social and belonging (such as relieving loneliness, community integration), self-realization (such as learning new skills, exerting waste heat) and cultural entertainment.

The above characteristics bring many challenges to Zigong City, including increased pressure on pension services, increased burden on medical and health systems, limited vitality of social development, etc. The traditional passive old-age security model is difficult to adapt to the new situation, and it is urgent to transform to the healthy aging path oriented by active prevention, and the sports industry can play a key supporting role in this process.

3. Present Situation and Problems of Sports Industry Serving the Aged in Zigong City

At present, the sports industry in Zigong City has made certain progress in serving the elderly groups, such as public sports venues open to the elderly free of charge or at low fees, and the elderly sports association organizes various sports activities such as gateball, Taijiquan, square dance, etc. However, overall, there is a significant gap between service provision and the growing needs of older persons for a better life:

3.1. Single service product, insufficient pertinence

At present, sports services for the elderly are mostly concentrated on routine and low-intensity fitness activities, lacking differentiated exercise prescriptions and customized curriculum systems for different age groups and different health conditions (such as hypertension, diabetes, waist and leg pain and other common chronic diseases of the elderly), which makes it difficult to meet the precise and personalized fitness needs of the elderly.

3.2. Traditional service model, lack of professionalism

Most of the existing services rely on the organization and implementation of social sports instructors, but they generally lack professional knowledge such as geriatrics and rehabilitation nursing. It is difficult to provide scientific and safe sports guidance to the elderly with chronic diseases, and there are certain sports risks and safety hazards.

3.3. The level of scientific and technological integration is low, and the intelligent construction lags behind

Modern scientific and technological means such as Internet of Things, big data and artificial intelligence have not been effectively introduced to construct intelligent fitness service platform, which cannot realize real-time monitoring, health data analysis and risk early warning of the exercise process of the elderly, which restricts the safety, convenience and management level of the service.

3.4. Low degree of industrial integration, no comprehensive solution formed

The integration degree of sports and related industries such as culture and tourism, health care, medical treatment and insurance is relatively low, the service content is still limited to basic physical exercise, and it has not been effectively combined with high value-added services such as tourism cultural experience, health management and rehabilitation, and has not yet formed an industrial chain with resource integration and complementary functions.

3.5. Single market supply subject, insufficient participation of social forces

At present, the service supply mainly depends on government agencies and sports associations for the elderly. The market-oriented and professional sports service organizations for the elderly are not fully developed, and the participation of social capital is low. It is difficult to stimulate market competition and innovation vitality, which restricts the sustainable development of the service system.

4. Path Construction of Sports Industry Innovation Service in Zigong City

4.1. Product innovation: building a precise and hierarchical sports service product system for the elderly

Based on the diversified needs of the elderly, establish a hierarchical and targeted product system. In terms of basic inclusive products, optimize the service organization of mass projects such as square dance, Taijiquan, walking, gateball, etc. to enhance the participation experience. In terms of function-improving products, we have jointly developed exercise prescription

courses and integrated service packages for people with "three highs", joint pain and postoperative rehabilitation, such as "diabetes exercise intervention courses" and "knee joint function strengthening training camps", in combination with medical and rehabilitation resources. In terms of high-end customized products, one-on-one personal fitness instructors, small class group courses, and health sports packages combined with tourism and vacation are provided for the elderly with strong consumption ability and quality of life.

4.2. Model innovation: building a new trinity service model of "community + wisdom + social interaction"

Promote the community-based service, build a "elderly health station" with the community as the unit, configure aging equipment and professional instructors, and realize the service nearby. Strengthen intelligent empowerment, develop "Zigong Senior Smart Sports" APP or Mini programs, integrate functions such as course reservation, online teaching, sports data tracking, health file management, social networking and emergency call, and monitor sports health status in real time with the help of intelligent bracelet and other equipment to ensure safety. Highlight social functions, integrate social attributes into product design, enhance social connection of the elderly by relying on activities such as interest associations and league shows, and build sports venues into social platforms for the elderly.

4.3. Scientific and technological innovation: building a smart sports ecology with global perception and full service

Promote the intelligent transformation of stadiums and gymnasiums, realize the functions of people flow monitoring, intelligent lighting, online payment and face-brushing admission, and improve the convenience of use for the elderly. Build a big data health management platform to provide personalized exercise advice and health risk warning for the elderly through wearable devices and cloud data analysis, and promote the docking of data with community medical systems to support family doctor decision-making. Introducing VR/AR technology, developing VR Tai Chi, virtual hiking and other projects to provide immersive exercise experience for the elderly with limited mobility or severe weather conditions.

4.4. Industrial Integration Innovation: Expand the New Path of Integrated Development of "Sports +" and "+ Sports"

"Sports + Cultural Tourism": This is the most potential innovation direction in Zigong City. Deep excavation of "dinosaurs, well salt, colored lights" three IP, design features theme products. For example: "Walking Tour through Dinosaur Age": Design intelligent trails in parks around Dinosaur Museum, set AR interaction points, scan can appear dinosaur virtual images, so that walking is full of fun. "Yandu Health Hiking Route": Develop cultural hiking routes connecting Shenhai Well, Salt History Museum and other scenic spots, and explain them in combination with salt therapy knowledge. "Night of Colorful Lights·Shadow Tai Chi": Set up night Tai Chi, Daoyin and other courses in Colorful Lights Park to cultivate one's character in the beautiful shadow of lights and create unique brand activities. "Sports + health care": cooperate with pension institutions and resorts to build a comprehensive health care base integrating sports and fitness, hot spring convalescence, healthy meals and living for the aged. "Sports + medical treatment": truly break through the institutional barriers of "integration of sports and medicine", promote cooperation between community health service centers, hospitals and sports departments, explore the landing mode of "sports are good doctors", and realize the sharing and mutual recognition of sports health data. "Sports + Insurance", cooperating with insurance companies to develop "sports health management insurance products", giving premium discounts to users who adhere to long-term sports and health data improvement, forming positive incentives.

4.5. Policy and Guarantee Innovation: Improving the Policy Environment for Supporting Innovative Services

Strengthen planning guidance, incorporate sports service innovation for the elderly into Zigong City urban development planning, aging cause development planning and sports industry development planning, and define development goals and key tasks. Strengthen the government to purchase services, and support market entities and social organizations to provide public welfare and inclusive sports services for the elderly by means of government purchase services. We will implement tax concessions and subsidies, and give policy support to enterprises and social organizations engaged in sports services for the elderly, such as rent reduction, tax concessions and preferential prices for water, electricity and gas. Strengthen the training and introduction of talents, support local colleges and vocational schools to set up majors related to "sports health management for the elderly", and train qualified talents who understand both sports and health care. At the same time, introduce high-level professionals and well-known brand organizations. Establish standards and supervision system: formulate local standards and industry norms for sports services for the elderly as soon as possible, strengthen the qualification supervision of service institutions and instructors, and ensure the fitness safety of the elderly.

5. Conclusion and prospect

Population aging is not a pure social burden, but a huge industrial opportunity and the possibility of social value reconstruction. For Zigong City, in order to cope with the challenge of aging, the sports industry cannot be absent, let alone follow the old ways. A profound supply-side structural reform must be carried out with innovative service as the core.

This study holds that the innovative service of sports industry in Zigong City should be based on the specific situation of aging in Zigong City, guided by the real needs of the elderly, and construct a multi-level product system, an online and offline integrated service mode, a science-enabled intelligent ecology, a cross-border integrated industrial community, supplemented by a strong supportive policy environment. At its core is the shift from "providing physical activity" to "providing healthy living solutions."

It is particularly important that Zigong City should give full play to its unique historical and cultural advantages, inject the cultural basis of "salt, dragon and lamp" into the sports service for the elderly, and create unique IP and brand activities, which can not only improve the quality of life and happiness index of the local elderly, but also attract the elderly groups from surrounding areas and even the whole country to Zigong for "health tourism consumption," thus cultivating the "silver hair economy" into a new economic growth pole of Zigong City.

Looking forward to the future, through systematic innovation, Zigong City is expected to be built into an "age-friendly" sports service innovation city, providing "Zigong experience" and "Zigong scheme" for similar industrial cities and cities with deep aging degree nationwide, and realizing the gorgeous transformation from "old industrial city" to "famous city for healthy elderly care in the new era."

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