

Analysis on Overseas Leisure Sports Industry Management and Enlightenment under the Background of “the Belt and Road”

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Abstract

After the Beijing Olympic games, China's sports development strategy aims to complete the thought change from Olympic gold medal strategy to the body leisure and national sports, which has reached people's consensus. With the rapid development of China's economy, leisure sports are increasingly preferred by young people as an important way of leisure life. The proportion of sports activities in the leisure entertainment will increase. However, the relevant talents on leisure sports service and industry management are very scarce, which has restricted the development of leisure sports industry to the breadth and depth. The demand for advanced application talents has put forward the call of the times for the orientation of higher physical education institutions. The proposed “the Belt and Road” strategy has brought a new impetus for China's sports undertakings. This paper analyzes the current situation of sports development in China and the formulation and influence of “the Belt and Road” strategy. Through the concrete analysis of the case and the summary of practical experience, this paper puts forward some suggestions on how to develop the sports industry in China under the background of “the Belt and Road”.

Keywords

China's sports development; leisure sports; “the Belt and Road” strategy.

1. Introduction

In 2013, Chinese president Xi Jinping made a major initiative of building the “Silk Road Economic Zone” and the “Silk Road to the Sea in the 21st Century” (hereinafter referred to as “the Belt and Road”) when he visited the Southeast Asian countries. The proposal has received a lot of concerns. “The Belt and Road” strategy is used to promote economic prosperity and regional economic cooperation among the countries along the way, so as to promote mutual exchange between different civilizations. In addition, the proposal will further promote the construction of world peace and development. With the development of the times and the production of new international environment, the development of sports environment is changing. “The Belt and Road” strategy provides new opportunities for the sports development in China [1].

In recent decades, China's economy has a rapid development. With the improvement of urbanization in China, city change activities set off in all parts of the country. The amateur life of urban residents is getting rich and colorful. As an important part of social development and improvement of life quality, leisure sports activities gradually become a social needs and show a fashion characteristics. Throughout the history of economic development of the western developed countries, it can be seen that the weight of the national economy in different industries is different in various development periods. In recent years, the sports industry has become the pillar of the sports industry in developed countries, which plays an important role in promoting the development of the national economy. In the developed countries and regions, the size of the city economy has also begun to rely on the leisure sports industry boom. In the United States, for example, the industry grew more than \$ 400 billion in 2001, accounting for the first output of national production. Industrial development increases the

number of employment opportunities, and the employment population accounts for a quarter of the total labor force. This shows that the leisure industry plays an important role in the development of the US economy. Throughout the history of western developed countries, economists believe that it is a sensitive period about the per capita GDP over \$ 3,000, which will lead to changes in the consumption structure of residential lifestyles. With the improvement of people's living standards and the development of society and economy, people's values will inevitably change and their consumption center also gradually develop. They no longer pay more attention to the basic material needs and upgrade to enjoy.

As the current rapid development of sports entertainment industry and related services in China, the demand for high-level applied talents in the industry is also rapidly expanding. After the Beijing Olympic games, people's sports concept has undergone great changes. At that time, a variety of fashion leisure projects are preferred by the city residents of all ages, and tens of thousands of people participate in the movement in their leisure time. Foreign research shows that the output value of sports and related industries have occupied the main position of gross national product in the industrial structure of western developed countries. The scale of urban economy has begun to shift and mainly relies on the development of urban residents leisure activities. After entering the twenty-first century, the market of China's leisure sports industry is developing rapidly. However, the senior professional application talents such as industry senior service personnel and senior management personnel closely related to the market development are so rare. This demand situation puts forward the call of the times to the direction of higher physical education [2].

2. Development of sports industry management system in different countries

2.1 A survey of the development of sports industry management system in Russia

In the Soviet management model, whether it is competitive sports or mass sports, its financial support is derived from the planned economy under the national system deployment. With the collapse of the Soviet Union, the Russian sports industry was placed under the market economy system. The core content of this management system is to integrate the sports industry into the planned economy of the country. The management rights of the sports industry are highly concentrated in the hands of the government. The government holds the majority of the monopoly sports industry resources and adopts the administrative and planned means to the sports industry

2.2 A survey of the development of sports industry management system in the United States

The current management system of sports industry in the United States has a certain difference from the past. The executive power of the government administrative is increasing under this system. The management system of American sports industry is also changing towards the comprehensive management system of the government-society. On the one hand, it is necessary to solve the problem of market failure. On the other hand, it is also the requirement of improving the the American system. The American sports industry is required to adopt the current state intervention and take the market as the economic system [4].

3. A comparative analysis of leisure sports industry in China and abroad

3.1 Development status of leisure sports industry in developed countries

In the 1960s, with the advent of the third industrial revolution, the economy of developed countries continued to grow at a high rate from 1950s to 1970s. However, it led to population expansion, pollution, excessive consumption of resources and other social problems at the same time, which aroused great attention of governments [8]. Therefore, from the 1960s to 1970s, the United States, Japan, other European countries and regions take people's life quality as a measure indicators of country's socio-economic development level when they develop various socio-economic science and technology policy. Meanwhile, leisure sports are valued and implemented through a variety of development plans by various developed countries [5].

American - The power of leisure sports industry

The most developed sports industry in world is the United States. The total output value of sports industries and other traditional industries exceeded petrochemical (53.3 billion US dollars) in the 1980s, accounting for about 1% of GDP. It ranked 22 in the major industry output. The leisure sports activities is not only the largest spending items in US national sports, but also the fastest growing project. The market composition of American sports industry is shown in Table 1.

Table 1. The market composition of American sports industry

Project	Fitness service industry	Sporting goods manufacturing industry	Sports competition performance industry
Proportion	32%	30%	25%

Australia - National fitness

Participating in leisure sports has become a kind of conscious behavior in Australia. And the popularity is very high. As shown in Table 2, the proportion of Australian sports population in 2012 was 77.8%. The proportion of male sports population was 78.7% and the female sports population was 77%. At the same time, its level of movement is relatively high because of a broad mass base. The leisure sports activities are developed by their own power relying on social forces.

Table 2. Australian sports participation in 2012

Gender	Years	Number (Unit: Million people)	The proportion (%)
Male	2012	596.86	78.7
Female	2012	594.34	77.0
Total	2012	1191.20	77.8

3.2 The development level of leisure sports industry in China

China's leisure sports is still in its infancy, and the sports investment is low in long-term. Especially, the infrastructure investment of sports accounted for only 0.1% of the total investment, and the output value of leisure sports industry is low in the proportion of the total value of national life.

There is a big gap between the proportion of sports population in China and some developed countries. As shown in Table 3, the proportion of China's sports population is only 31.2% and less than half of Japan's ratio. In addition, the club system is implemented in the operating mechanism of leisure sports in developed countries. The club is the most basic carrier of leisure sports activities in these countries. Meanwhile, the vast majority of clubs are non-profit public welfare social groups and the sports population is organized. Therefore, as shown in Table 3, China's organized sports population is different compared with the developed countries.

Table 3. Comparison of sports population in different countries

Country	China	Japan	Australia	Canada	New Zealand
Proportion(%)	31.2	67	77.8	90	94

3.3 Research on the forecast and countermeasure of leisure sports industry in China

The sustained and rapid development of the national economy has led to the continuous improvement of people's living standards and the corresponding increases in spending power. Moreover, with the change of people's lifestyles, the increase in leisure time and the enhancement of sports consciousness, the demand for social sports will increase obviously. The 14th Party Congress decided to establish a socialist market economic system. China's reform and opening up has entered a new era. China's economy will grow steadily at a rate of 7% to 9% in long term. As shown in Table 4, China's economic strength will reach the forefront of the world by 2020. According to the forecast of national conditions research group to China's consumption structure in 2020, China's residents in education,

entertainment and health care consumption level will be second only to consumption in food. In addition, the consumption structure also has changed greatly [6].

Table 4. Forecast of China 's residents' consumption structure from 2000 to 2020

	2000			2010			2020		
	National	Town	Rural	National	Town	Rural	National	Town	Rural
Food	56.6	54.8	58	49.2	48	51	41.2	40	43
Clothes	10.2	13.3	7.8	10.6	12	8.5	9.5	10	8.7
Rent fuel	11	4.2	16.4	9.8	7.5	13	9.4	8	11.5
Traffic communication	1	1.2	0.8	3.7	4.5	2.5	6.4	8	4
Others	21.2	26.5	17.1	26.8	28	25	33.5	34	32.8

3.4 The results

Some foreign countries develop the sports industry according to the logic and the law of the market.. Therefore, China 's sports industry management system should learn from the experience of these countries. The government should further deepen the reform of management system for China's sports industry towards the model of government-community comprehensive. In the process of reform, it is necessary for government to play the role in the management of sports industry and fully demonstrate the management role on social groups. The government is responsible for macroeconomic regulation and has supervisory functions. In addition, it also plays an important role in the legislative and supervisory system.

"the Belt and Road" strategy influences all of the Eurasian continent, connecting the economic circle of East Asian and Europe. In addition, it covers a large area and involves many countries. This huge market can promote the diversification of leisure sports activities in China [7].

4. Conclusion

With the achievement and development of the "the Belt and Road" strategy, China has made an example in terms of infrastructure, financing support and trade exchange. The establishment of Silk Road funds helps the countries along to develop the infrastructure construction and resource. Therefore, China's government should establish a scientific and feasible statistical index system that lives with the market economy system and meets the law of the white body of the leisure sports industry. For the sport club, they should carry out industrial expansion and extend traditional sports events, and then expand the field of leisure sports industry. In addition to being responsible for organizing various professional events, all kinds of sports associations should focus on the development of the association's sports project. The mass leisure sports activities are organized through the scientific management and science education so as to improve the individual leisure activities and associations. Based on "the Belt and Road" strategy, China should seize the opportunity and conform to the trend to develop leisure activities. "The Belt and Road" strategy provides a good guiding for the development of sports in China.

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