

The Dilemma and Optimization Path of High-quality Development of Sports Economy in China

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Abstract: China's sports economy is facing the imbalance of industrial structure, unreasonable capital allocation and consumption structure single multiple dilemma and these problems seriously restricted the high quality development of the sports industry. This paper puts forward a series of targeted optimization path, including adjusting the industrial structure to promote the development of emerging fields, optimize the allocation of capital to improve efficiency and rich consumption structure to improve consumer experience.

Keywords: Sports Economy; High-Quality Development; Industrial Structure; Capital Allocation; Consumption Structure

1. Introduction

Sports economy as an emerging industry in China's economic and social development plays an increasingly important role, in recent years, the state issued a series of policies and measures to promote the development of sports industry with high quality, but in the process of development of our sports economy is still facing many difficulties, restricted the development of high quality, based on this paper will systematically analyze the main development of high quality and put forward the optimization path, in order to promote our sports economy to achieve sustainable high quality development provide reference.

1. The Main Dilemma of High-Quality Development of Sports Economy in China

1.1 Imbalance of the sports industry structure

Sports industry structure has big imbalance problems, on the one hand, the traditional sports events, venues and other fields occupy the dominant position of the sports industry, although the traditional role for sports industry development, but its economic efficiency is relatively low, innovation motivation is insufficient, on the other hand, the emerging

sports health, sports tourism, sports education and other fields of development relative lag, small industry, the pull effect of the whole sports industry is limited. And regional development imbalance is an important performance of sports industry structure imbalance, some developed areas of the sports industry is relatively developed, such as Beijing, Shanghai, Guangdong, etc., and the sports industry in underdeveloped areas is relatively lag, exacerbated the imbalance of the development of regional sports industry, is not conducive to form a coordinated and balanced regional sports industry layout. The main reasons for the above problems include the government support in the field of traditional sports is bigger, and support in the field of emerging sports is relatively weak, the development of sports industry market mechanism is not sound, the lack of effective market regulation means, some areas attaches great importance to the traditional sports construction, and ignore the emerging sports cultivation.

1.2 Unreasonable Allocation of Sports Capital

Sports industry for a long time, capital allocation efficiency is low, on the one hand, the government investment is the main source of sports industry development, but the government capital is limited, difficult to meet the demand of rapid development, on the other hand, social capital investment in the sports industry is not enough, mainly concentrated in some popular sports, and the public sports, community sports in the field of investment is less. Sports industry internal capital allocation also exist unreasonable problems, some large clubs and sports companies rely too much on debt financing, the financial risk is higher, and some small and medium-sized sports enterprises are generally insufficient capital strength, difficult to continue into innovation research and development, the distribution of capital imbalance within the sports industry has also exacerbated the unbalanced development of the

whole industry. Causes of these problems mainly have the following aspects, the first sports industry capital market is not sound, the lack of diversified investment and financing channels, second, the sports industry risk assessment and risk control ability is weak, restricted the participation of social capital, third, some local government policy support for the sports industry is insufficient, difficult to attract social capital investment.

2. We Will Optimize the Structure of the Sports Industry and Highlight Key Development Areas

2.1 Adjust the Industrial Structure and Cultivate Emerging Sports Fields

To promote the optimization and upgrading of the sports industry structure should focus on cultivating and developing emerging sports, the first target sports health, sports tourism, sports education, vigorously support and promote the development of these areas, can through targeted support policy to increase financial investment, encourage social capital participation to emerging sports development environment, at the same time to strengthen the policy of these areas of enterprise, technology, talent support, improve its innovation ability and market competitiveness. Second to optimize the industrial structure in the field of traditional sports, on the one hand, to deepen the reform, stimulate the endogenous power in the field of traditional sports, improve its economic efficiency and operation management level, on the other hand to promote the traditional sports to service, science and technology, brand transformation, enhance the leading role of the whole industry, for example, can encourage traditional sports venues to the leisure entertainment, health management, etc, improve its comprehensive service function, encourage sports to IP operation, brand marketing direction, improve its added value. In addition, it is necessary to strengthen the integrated development of traditional sports and emerging sports fields, and promote the benign interaction of new and old drivers by promoting the optimal allocation of resources, so as to promote the coordinated development of the whole sports industry.

2.2 Optimize Industrial Distribution and Promote Coordinated Development Among

Regions

To realize the coordinated development of regional sports industry need to optimize the industry layout, reasonable allocation of resources, on the one hand, to give full play to the regional comparative advantage, adjust measures to local conditions to develop characteristic sports industry, such as Beijing can play its advantages as a national political and economic center to develop sports management, sports consulting, Shanghai can rely on its financial center focus on developing emerging areas such as sports finance, Guangdong can rely on its manufacturing base to deepen the transformation and upgrading of sports goods manufacturing industry. On the other hand to strengthen the cooperation between regions, build a new pattern of regional coordinated development, can through the establishment of regional sports industry alliance to promote resource sharing, common information, promote the division of labor cooperation between regions, at the same time can encourage less developed regions and developed regions, through technology, capital, talent and other elements of two-way flow drives the rapid development of sports industry in less developed areas, realize the coordinated development between regions, in order to promote the development of sports economy with high quality to lay a solid foundation.

3. We Will Guide the Rational Flow of Sports Capital and Improve the Efficiency of Capital Allocation

3.1 Improve the Sports Capital Market and Attract Social Capital

To promote the high-quality development of China's sports industry, we must solve the long-term dilemma of insufficient capital investment and low capital allocation efficiency, The key lies in improving the capital market of the sports industry, Attract more social capital investment, First of all, we should establish and improve the multi-level sports industry capital market system, In addition to relying on the existing capital market, such as stock market and bond market, we can also innovate and develop new financing channels, such as sports industry fund and sports industry listing plate, Provide diversified financing options for sports enterprises, And also to encourage and guide social capital, In particular, large enterprises,

financial institutions and other entities participate in the investment and financing of the sports industry, Inject new vitality into the sports industry. Second to further improve the relevant policies and regulations of the sports industry, create favorable conditions for the participation of social capital, such as tax, land, financing for sports industry to give appropriate preferential policies to improve its appeal, at the same time to create a fair, transparent, the rule of law market environment, provide institutional guarantee for social capital into the sports industry. It is also necessary to strengthen professional services for the sports industry and provide a more convenient investment environment for social capital. A professional investment and financing service platform for the sports industry can be established to provide investors with comprehensive services such as policy consultation, project evaluation and risk control, so as to reduce the entry threshold.

3.2 Strengthen the Supervision of Sports Capital and Guard Against Financial Risks

Although attracting more social capital to participate in the development of the sports industry is necessary, but also at the same time should attach great importance to capital risk control, prevent systemic financial risk, first to improve the regulatory system of the sports industry and information disclosure mechanism to improve the transparency of capital operation, to safeguard the legitimate rights and interests of investors, sports industry for the risk assessment and early warning index system to strengthen the regulation of key areas and key enterprises, discover and dissolve the risks in time. Secondly, it is necessary to strengthen the financial management and risk control ability construction of the sports industry, encourage and support sports enterprises to establish a sound internal control system to improve their risk prevention and risk resistance ability, and at the same time, increase the support for small and medium-sized sports enterprises to reduce their financing costs and effectively prevent credit risks. Improving the sports industry credit evaluation system is also the key, which can establish a sound credit information sharing mechanism, dynamically evaluate and record the credit status of sports enterprises, employees and other subjects, provide strong support for the investment decision of social capital, and maintain a benign market order.

4. We Will Foster Diversified Sports Consumption and Raise the Level of Personal Sports Consumption

4.1 Enrich the Content of Sports Consumption to Meet the Diversified Needs

Cultivating diversified sports consumption and improving the sports consumption level of residents are the key to promoting the high-quality development of China's sports economy, This requires a further enrichment of the sports consumption content, To meet the residents' increasingly diversified sports consumption needs, On the one hand, we should vigorously develop high-quality sports events and activities, Give full play to the appeal and influence of sporting events, By actively cultivating sports IP, improving the industrial chain and other ways to meet the demand of ornamental sports consumption, At the same time, expand the national fitness, fun sports and other public sports projects to meet the needs of public participatory sports consumption, On the other hand, we should vigorously develop emerging fields such as sports and leisure tourism and physical education and training, Relying on the natural environment, venue facilities and other resources to create characteristic sports tourism products integrating sports and fitness, leisure and entertainment, cultural experience, To meet the diverse needs of consumers, Develop distinctive physical education and training programs for different age groups, To meet the professional needs of consumers. Also encourage sports consumption and the depth of the related industries, further enrich consumption content, for example, can promote sports and culture, tourism, health and other industries of cross-border integration, build sports, cultural experience, health preservation in the integration of new formats, meet the multi-level demand of consumers, but also to the combination of sports consumption and emerging technology, using big data, virtual reality and other new technology to provide consumers with more intelligent, immersive sports consumption experience.

4.2 Innovate the Sports Consumption Mode and Improve the Consumption Experience

In addition to enriching the sports consumption content, we should constantly innovate the sports consumption mode to improve consumers'

sports consumption experience, First of all, we should promote the deep integration of online and offline channels, Provide consumers with omni-channel sports consumption options, Not only should we make full use of the Internet and other digital technologies to build an online sports consumption platform, Provide consumers with sports services available without leaving home, But also to improve online payment, order delivery and other supporting services to improve consumers' online shopping experience, In addition, we should also pay attention to the construction of offline sports consumption places, Improve public sports facilities, To build a sports complex integrating sports and fitness, leisure and entertainment, experience and consumption, Provide consumers with an immersive offline experience. Second to promote membership and other personalized marketing model to meet the personalized needs of consumers, for different sports consumer groups to develop personalized membership services, provide consumers with customized products and services, but also make full use of big data technology for accurate portrait and insight, to provide more personalized, intelligent sports consumption experience. Finally should pay attention to the experience of sports consumption and content innovation to enhance consumer engagement and viscosity, such as sports activities and culture, entertainment elements combined with characteristic sports event, bring consumers more colorful body experience, or relying on all kinds of sports training camp, sports community to provide consumers with interaction, skills upgrading value-added services, enhance their participation and sense of belonging.

5. Strengthen the Sports Brand Construction, Enhance the Credibility of the Industry

5.1 Build a Well-Known Sports Brand and Enhance the Industry Influence

In the process of promoting the high-quality development of China's sports economy, strengthening the construction of sports brand is also a key link, By building an influential sports brand can not only enhance the overall visibility and reputation of the industry, but also bring stronger market competitiveness and revenue growth for enterprises, First of all, we should actively cultivate a group of international influential sports brands, This includes both

sports brands such as the Olympic Games and the World Cup and commercial brands such as sports clubs and sports equipment, Adopt differentiated development strategies for different types of sports brands, For sports event brands, we should pay attention to brand image, marketing promotion, industrial integration and other aspects, Continue to enhance its international influence and appeal, For sports commercial brands, we should focus on creating a unique brand positioning and product experience, Improve its position in the minds of consumers, At the same time, we should make full use of the Internet and new media and other channels to expand the brand communication tentacles, Enhance the brand influence. Second to actively cultivate a batch of local sports with the influence of regional brand, each region has its own sports culture tradition and characteristic resources, should strive to build sports brand with regional characteristics, it not only helps to enhance the overall level of the local sports industry also helps to form the regional brand differences and competition, local governments to adjust measures to local conditions, scientific planning of regional sports brand, combined with local resources endowment and development orientation to foster a batch of distinctive, high profile sports brand, We should also pay attention to cross-regional brand cooperation and linkage to realize the coordinated development of regional brands.

5.2 Improve the Sports Credit System and Improve the Integrity Level of The Industry

To further improve the credit system of sports industry, improve the integrity level of the industry is crucial, it not only helps to create a good market environment is also conducive to improve consumer trust and participation, on the one hand, to establish and improve the sports industry credit evaluation mechanism, develop scientific and reasonable credit evaluation index system of sports organizations, enterprises, employees and other subject to conduct a comprehensive and dynamic credit evaluation, at the same time to make full use of big data and other technical means to establish information covering the whole industry sharing platform, provide reliable data support for credit evaluation. On the other hand to improve the corresponding incentive constraint mechanism, for the credit condition good subject in policy support, financing channels, market access to

give more support and priority, and for the subject of bad credit to increase penalties, strictly limit the market access and business management, through clear rewards and punishment measures to guide the industry to set up good credit consciousness and good faith management idea. In addition to improve the sports industry credit repair and information publicity mechanism for punishment or credit damaged subject credit repair channels, help restore good credit image, at the same time through the regular public credit information improve the transparency of industry, enhance consumer trust, so as to establish a healthy and orderly market order, it will create a good environment for sports brand shaping and promotion, promote the development of the sports industry.

Table 1. Current Dilemma Analysis

Dilemma type	Current status indicators	Target status index	Gap analysis
Sports industry structure imbalance	Traditional fields accounted for > 70%	Emerging areas accounted for > 30%	Development in emerging sectors lags behind
Unreasonable allocation of capital	Social capital investment is < 10%	Social capital investment is > 30%	Capital investment intensity is insufficient
Single consumption structure	Competition-watching consumption accounted for > 50%	Diversified consumption accounted for > 50%	Lack of diversified consumer products and services

6. Conclusion

High quality sports economy development faces many difficulties, need from adjusting the industrial structure, optimize the allocation of capital, foster consumer market, strengthen the brand construction targeted measures, only through the above measures to further stimulate sports economic development, promote sports economy to achieve sustainable high quality development, to realize the national health, promote sustainable economic and social

development.

Table 2. Optimized Pathway Analysis

Optimize the path	executive measure	Expected effect	Implementation difficulty
Industrial structure adjustment	Increased investment in emerging sectors	The proportion of emerging sectors has increased to 30%	secondary
Capital allocation optimization	Attract more social capital	The proportion of private capital investment will be raised to 30%	tall
Rich consumption structure	We will foster diversified consumption patterns	The proportion of diversified consumption has been increased to 50%	secondary

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