

Research on High-quality Development of Sports Fitness Leisure Industry

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Abstract: The sports fitness and leisure industry represents a cornerstone within the sports sector. It is widely recognized as a contributing factor to happiness. This industry not only fulfills the public's demand for a better quality of life but also plays a crucial role in stimulating domestic consumption and enhancing community well-being. During the phase of high-quality development, the sports fitness and leisure sector significantly contributes to building a healthy China, promoting nationwide fitness initiatives, and advancing the country's aspirations to become a global sports power. This paper evaluates the high-quality development of the leisure sports industry, identifies key factors influencing this development, and proposes actionable strategies to enhance its growth. These insights will aid the government and businesses in implementing effective measures and provide valuable guidance for strategic planning in regional leisure sports industry development.

Keywords: Sports Fitness Leisure Industry; High Quality Development; Strategic Research

1. Introduction

Currently, with the development of technology and the overall economic progress in our country, consumers are looking for more than just material satisfaction; they also want fulfillment on a spiritual level. Especially with the improvement in living standards and the increase in leisure time, people are demanding more recreational activities. This shift towards a "leisure era" is a natural trend in social development and creates more opportunities for the growth of the leisure sports industry. Leisure sports, with their unique cultural value, are popular among the public and serve as an important way for people to enjoy trendy recreational activities [1]. In September 2019,

the General Office of the State Council issued guidelines on promoting nationwide fitness and sports consumption to drive high-quality development in the sports industry. This marked a transition for our leisure sports industry from a phase of rapid growth to one of high-quality development [2]. In this phase, it's not just about how fast we expand; we also need to focus on the quality of industry development and its economic and social benefits. Therefore, studying the high-quality development level and influencing factors of the leisure sports industry is of significant importance.

2. Basic Concept of High-Quality Development of Sports Fitness Leisure Industry

The emergence of the "sports industry" in our country can be traced back to 1985. In the "National Gross Product Calculation Plan," sports fitness and leisure activities were categorized under the sports industry [3]. The corresponding sector associated with these activities is the sports fitness and leisure industry. However, the definition of the "sports fitness and leisure industry" is still a subject of discussion and debate in the field of sports studies, with many scholars defining and explaining its connotations and characteristics.

In summary, the sports fitness and leisure industry is defined as: (1) The main bodies of this industry provide sports fitness, leisure activities, and entertainment-related products and services, primarily presenting them in non-physical forms to consumers. (2) The main goal of these products and services is to meet the health needs, fitness demands, or entertainment preferences of sports consumers, and they also cater to consumers' needs for learning sports skills, acquiring health knowledge, understanding their physical conditions, and developing exercise habits. (3) From an economic perspective, the sports fitness and leisure industry essentially involves the consumption process of sports consumers

engaging with related products and services through personal experience.

The main characteristics of the sports fitness and leisure industry include: (1) It features simultaneous production and consumption. Sports fitness and leisure activities are conducted through real-time interactive participation. Whether actively or passively involved, the process of providing products and services and the actual consumption experience occur almost simultaneously. (2) It showcases a characteristic of integration among related business formats. Geographically, the sports fitness and leisure industry can be distributed across various regions and can be interconnected with other related industries, leading to integration. The products and services it offers may involve dining, accommodation, transportation, and are closely tied to other service sectors. (3) The audience is broad. Participants span all age groups and various sports interests, covering a diverse range of popular and niche fitness activities. The greater the population density and the more people engage in sports regularly, the more the distribution of sports fitness and leisure venues can drive sports consumption. (4) It relies on natural resources. Areas rich in sports fitness and leisure resources are more likely to generate direct or indirect economic benefits. A good and rich natural environment enhances consumers' experience and quality of sports fitness and leisure activities. These activities have specific venue requirements and unique environmental needs, making the reliance on regional resources a crucial factor in developing the sports fitness and leisure industry.

3. Analysis of Influencing Factors of High-Quality Development of Leisure Sports Industry

3.1 Analysis of Influencing Factors at the System Level of Core Industry

(1) Resource factor

The development of the leisure sports industry relies on various factors like labor, capital, technology, information, and infrastructure. In the process of producing sports products or services, different production factors play significant roles at different stages. Initially, there's a high demand for labor and capital, while during production, technology and information become crucial. Labor, which

includes the size, quality, and structure of the workforce, is a core element in the growth of the leisure sports industry [4]. First, the amount of labor directly correlates with industry output—the more labor there is, the greater the output, leading to faster industry growth. Second, the quality of labor also significantly impacts industry development. As consumer demand rises, people expect higher standards for leisure sports products and services. Highly educated individuals with creative thinking can produce high-value-added leisure sports offerings that meet these consumer expectations. Financial support is vital for the leisure sports industry. It ensures that companies can produce leisure sports products and services, and also helps in researching new leisure sports products. This is crucial for boosting the consumer market and catering to diverse needs. Therefore, ample capital supply greatly influences the quality enhancement of the leisure sports industry and is an essential element for its growth.

(2) Firm strength factor

Leisure sports companies are key players in the development of the sports market and are also part of the supply side of the sports industry. Strong sports enterprises are fundamental to the high-quality growth of the sports industry, primarily reflected in their size, management capabilities, and technological innovation. From an economic perspective, a company's size indicates how well it combines various production factors. Given a certain output, the larger a leisure sports company is, the better it can efficiently allocate and complement resources like talent, funding, information, and technology in its operations. This not only enhances the optimization of the supply chain, production efficiency, and profits for leisure sports companies but also drives the overall economic effectiveness of the leisure sports sector, supporting its high-quality development. As the leisure sports industry evolves, a company's capability for technological innovation strengthens its competitiveness and survival, leading to greater stability in industrial development.

(3) Internal factors of industry

The internal factors of the industry impacting the high-quality development of leisure sports are reflected in aspects like industry scale, structure, layout, and the connections within the supply chain. The industry scale indicates the output or operational size of the leisure sports sector,

providing strong momentum for high-quality development. This is shown by an increase in leisure sports companies, a growing output scale, a larger participant base, rising added value in leisure sports, and a significant boost in leisure sports consumption. The expansion of industry size creates economies of scale, allowing leisure sports companies to innovate in products and services, specialize, and target specific markets, which leads to both internal and external economies of scale. This concentration of industry size fosters development advantages, driving high-quality growth in the leisure sports sector.

3.2 Analysis of Influencing Factors of Industrial Support System Layer

(1) Support from universities and scientific research institutions.

In the development of the recreational sports industry, there tends to be a concentration of universities and research institutions, which play a crucial role in training talent, providing advanced technology, and developing new products. They are important supporters for the high-quality development of the recreational sports industry [5]. Higher education institutions in sports not only complete their teaching and training tasks but also cultivate a large number of professionals in recreational sports for businesses and research units, allowing them to participate in the innovative research and development processes of recreational sports, showcasing a strong "technology spillover effect." Research institutions apply the latest findings to business production and update relevant theoretical knowledge generated by universities to develop new products, thus meeting the ever-changing market demands.

(2) Financial institutions Support

Funding is an essential element for the operation and development of the industry. Sufficient capital is a crucial guarantee for the smooth conduct of leisure sports businesses and their long-term growth. Financial institutions, which typically include both banks and non-bank entities, such as leisure sports industry funds, banks, and insurance companies, provide financial services like consulting, investment, financing, and insurance. They ensure a smooth flow of capital within the industry, help leisure sports companies share financial risks, and create a favorable investment environment, which is beneficial for the high-quality

development of the leisure sports sector.

(3) Development of related industries

The leisure sports industry has a long supply chain and is closely linked with other industries. This includes complementary sectors like accommodation, transportation, and retail, which share relevant information, infrastructure, and technological resources. It also encompasses alternative industries like tourism and culture that produce other leisure-related consumer products [6]. These associated sectors play a significant role by providing funding, information, and platforms for the development of leisure sports, optimizing resource allocation, accelerating institutional innovation, and promoting industry integration, thus strongly supporting the growth of the leisure sports industry.

3.3 Analysis of Factors Affecting the External Environment System Layer

(1) Policy and institutional factors

The government, as a key provider of institutional support, is essential for the high-quality development of the leisure sports industry. When it comes to the development of this industry, the government's role is reflected in policy support, funding guidance, and legal backing, all aimed at creating a macro environment with a competitive edge. Firstly, in terms of industrial policy support, the government shapes the overall direction and nature of the leisure sports industry through policy-making. Well-crafted policies and moderate intervention are crucial for the healthy growth of the leisure sports sector. Secondly, regarding funding guidance, innovation and technology research in enterprises and industries heavily rely on financial investment. During the development of the leisure sports industry, the government implements tax incentives, allocates financial resources towards the sports sector, offers more opportunities and financing platforms, and encourages financial institutions to increase credit options for small and micro enterprises. It also sets up investment funds to steer social capital into the development of the leisure sports industry, creating favorable conditions for the much-needed financial investment. Finally, for legislative support, the growth of the leisure sports industry requires not just industrial policies but also laws to manage and resolve various conflicts and complexities in sports activities [7]. The government develops

laws and regulations to effectively tap into sports resources, ensure market order, and promote the healthy development of the leisure sports industry.

(2) Economic development environment

Economic development is the foundation for industrial growth, determining the speed and scale of the leisure sports industry. The factors influencing economic development mainly include social and economic growth, urbanization levels, and market demand. Leisure sports activities typically emerge only when the level of socio-economic development reaches a certain height. Therefore, economic development is not only an external factor affecting the growth of the leisure sports industry, but it also becomes a hidden limiting factor itself, through the potential for socio-economic development, constraining the core and support layers. On one hand, places with high levels of economic development have more mature infrastructure, providing favorable conditions for the leisure sports industry to thrive; on the other hand, as the economic development level rises, investment in sports increases, improving sports infrastructure and better meeting people's leisure sports needs.

(3) Scientific and technological factors

Technology is the core engine driving the high-quality development of the leisure sports industry. Currently, the explosion of scientific and technological applications has become a strong force promoting innovation in the leisure sports industry, enhancing production efficiency, and optimizing the supply-demand structure. The improvement in technological level has spurred innovative development in the leisure sports industry, boosting its vitality. Continuously upgrading modern information technology not only provides advanced technical support for research and innovation in leisure sports but also optimizes collaboration methods, increasing the industry's innovation and production efficiency.

4. Suggestions for Promoting High-Quality Development of Leisure Sports Industry

(1) Implementing policies related to sports fitness leisure industry, and establishing a supporting long-term management service mechanism

The series of policies and systems introduced for the sports fitness and leisure industry aims to coordinate and intervene to promote social and

economic development in this sector. They can guide the industry towards high-quality growth and push for structural upgrades. A favorable policy environment and supportive systems in the sports industry can effectively address market failures, creating a space for high-quality development in sports fitness and leisure businesses, boosting their initiative and highlighting their competitive advantages. Top-level policies have become the strongest support for advancing the sports fitness and leisure industry. Whether it's in financing, market supervision, tax incentives, talent policies, intellectual property, or infrastructure development, it's essential for various departments to strengthen the implementation of sports industry policies at all levels.

The establishment of sports industry associations is aimed at maximizing organizational guidance, helping to fulfill the goal of serving the city's sports initiatives and promoting the development of sports businesses, offering quality support to all sports enterprises and projects, and actively contributing to the high-quality growth of the entire city's sports industry [8]. Additionally, after issuing policy documents, government departments should collaborate with relevant agencies to organize regular evaluations and research to assess the implementation and effectiveness of these policies. They should visit local sports fitness and leisure businesses to understand the real challenges faced during policy rollout and develop effective support measures and management mechanisms accordingly. Support measures should be clearly defined in policy texts and specifically executed in areas like land, funding, taxes, human resources, and technology. This encourages the development of widely impactful and locally distinctive sports fitness and leisure activities, sporting events, brand-building, and leading sports enterprises. Furthermore, it's essential to ensure that policy implementation is balanced, enabling all marketable sports fitness and leisure projects to share in the "policy dividends" and gain equal development opportunities.

(2) Strengthening the integration of industrial formats and improve the level of digital intelligence

To develop the sports fitness and leisure industry, we need to look at "sports" beyond just the sports context. It's not just about the sports field; we should proactively connect the sports fitness and leisure industry with other related sectors to

spark new business models and stimulate fresh consumption. The sports fitness and leisure industry can penetrate and integrate with many closely related industries, creating strong synergies and multiplier effects. By merging with industries like sports goods manufacturing and sports competitions, we can optimize the internal structure of the sports industry and expand its value chain. A deep integration with the health industry can also bring innovative upgrades to products and services like medical devices, nutritional foods, and health management [9]. This not only enriches the health sector but is also vital for promoting high-quality development in the sports fitness and leisure industry. With the application of new information technologies like VR, AI, 5G, and big data in sports goods manufacturing and business models, we are shifting the market from "sports manufacturing" to "smart sports manufacturing", laying the groundwork for improving and enhancing the sports fitness and leisure industry. In the digital economy era, it's essential to accelerate the combination of online and offline development models, enhance the quality and efficiency of sports fitness and leisure services, and focus on sports consumers. We should nurture a batch of intelligent sports fitness service companies, improve the online operations of sports fitness clubs, and leverage the influence of various online sports events and live fitness platforms to expand into emerging areas like smart sports consumption and online sports services, continuously pushing the sports fitness and leisure enterprises toward digitization and intelligence.

(3) Construction of sports talent team, pay attention to the accumulation and training of compound talents

For the rapid growth of the sports, fitness, and leisure industry, there needs to be a matching talent structure to support it. A sufficient number of high-level talents can create competitive advantages for market players and are the core driving force behind industrial advancement. In building the talent pool for the sports, fitness, and leisure industry in Nanchang, there should be a particular focus on reserving versatile talents and nurturing specialized professionals. First, relevant government departments should actively implement attractive talent recruitment policies, enhance the promotion of sports talent acquisition, ensure competitive compensation for professionals, relax the regulations for talent

settlement, and establish more standardized and rigorous entry criteria to prevent the loss of high-level sports talents. Additionally, strengthening school-enterprise partnerships is essential to create a talent training system that connects educational institutions and companies, leveraging the theoretical knowledge from universities and the practical experience offered by businesses. In terms of talent development in sports and fitness companies, each enterprise should clarify its talent cultivation framework, establish a talent reserve pool, promote apprenticeship and mentoring systems, and enhance comprehensive training for sports practitioners. By building a well-rounded team of professionals who are not only skilled but also in touch with market trends, the industry can better meet the actual demands of high-quality development in the sports, fitness, and leisure sectors.

5. Conclusion

Against the backdrop of the new economic development pattern, China's sports fitness and leisure industry is currently entering, and will continue to move into, a period of high-quality development. Based on research related to the sports industry and high-quality growth, this article argues that the high-quality development of the leisure sports industry organically unifies the goals of expanding the industry's scale, enhancing quality and efficiency, transforming and upgrading driving forces, optimizing resource allocation, and maximizing value, all grounded in the context of economically high-quality development. According to literature analysis, it provides recommendations to promote high-quality development in China's leisure sports industry. Key measures include implementing corresponding industrial policies and support mechanisms effectively; deepening industry integration to leverage the value of "sports plus," achieving digitization and smart solutions; improving the quality and capacity of sports fitness and leisure products and services on the supply side to stimulate potential demand for sports consumption; and strengthening the development and training of a diverse talent pool in sports.

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