

Analysis on the Path and Countermeasures of China's Sports Development

Xiaotong Wang^{1,a,*}

¹*Tianjin Xinhua High School, Tianjin 300000, China*

a. wxt081506@gmail.com

**corresponding author*

Abstract: China's sports industry has been criticized by the public all the time. From the perspective of the current sports industry structure, compared with developed countries, China's sports service industry accounts for a low proportion. The development of China's mass sports fitness and sports economic undertakings has not been favored by the public, and the current research on China's sports development prospects is limited. This paper uses the literature survey method and case analysis method to study the development prospect and direction of China's sports and find out the existing problems. The research found that the promotion of China's mass sports fitness cause still needs to be improved. The area of people's sports venues is small. The lack of competitive sports talents and the incomplete or defective competition system are also problems existing in China's national sports fitness. The most serious problem is the serious corruption of China's sports management. This paper, the Chinese national sports exercise and sports competitive career have developed, but the problem is the lack of physical exercise venues and the cause of sports talent, and this paper studies the Chinese basketball career can follow Europe to develop, and football career should continue to crack down on corruption, so as to flourish.

Keywords: sports for public, sports competitive, sports industry, literature survey method

1. Introduction

Physical exercise symbolizes health and honor for individuals, enriches people's lives, and the sports industry is a symbol of national strength for a country. The uniqueness of sports industry cannot be replaced by other industries. The development of sports industry can optimize the industrial structure and promote the development of healthy economy. At the same time, the sports industry has a strong ability to absorb and drive employment, which can promote employment growth and play an important role in the process of maintaining social stability and ensuring people's livelihood. The high-quality development of sports industry can further realize the unity of the structure value maximization and efficiency optimization of sports industry. Considering the effectiveness, innovation, durability, stability and coordination of the sports industry, it is also the quality development with high efficiency of resource allocation, low resource and environmental cost, production factors, low input and good social and economic benefits. Strengthen the supervision system of the sports industry, further improve the relevant laws and regulations, create an orderly sports market environment, and form a reasonable and standardized healthy competition. Laws and

regulations are more of a constraint force, is to prevent the emergence of vicious competition, ensure the pure land of the sports industry, gradually promote the sports market toward a diversified and multi-level main body development, can further release the market vitality. In addition, an open and transparent market supervision system can effectively improve the efficiency of enterprise resource utilization. Create a good policy environment to lay the foundation for the high-quality development of the sports industry. Governments at all levels should pay more attention to the implementation of policy documents, and further promote the development of the sports industry through the introduction of more specific measures, such as preferential policies for land planning, talent training and employment, building sports tourism complexes, building sports leisure characteristic towns, and building various development platforms for the sports industry [1]. But there is not much research in this field in China at present. Therefore, this paper is mainly based on the research and investigation of China's sports industry, using the literature survey method and case analysis method to carry out the research and investigation results. The argument are divided into three points: (1). This paper introduces that China's current cause of sports and health for all is in a rapid development period, but faces the problem of limited sports venues per capita, The way to solve this problem will also be mentioned in this article. (2). Sports competitive cause. In this part, this paper takes China's local men's basketball league CBA as an example. At present, China's sports competitive cause is also booming. This article takes the CBA league as an example, introduces the shortcomings of the current draft mechanism of CBA and the ways to improve it. (3) The development of the sports industry, this paper takes the China Football Association as an example, in combination with the above two points, the development prospect of China's sports industry is optimistic, but there are still some problems. This paper takes the China Football Association as an example to introduce the serious problems of corruption at the top of China's sports management, and analyzes these serious problems, and the solutions are also reflected in this paper. The purpose of this study is to seek the correct route of China's sports development and predict the future development of China's sports industry, hoping to help China become a sports power recognized by the world.

2. Analysis Problems of Sports in China

2.1. The Development Mode and Characteristics of the National Sports and Health Cause

At present, China's sports cause for all continues to flourish under the demand of the public and the promotion of government policies [2]. Primary and secondary schools across the country have set up sports and health courses, and many places have included sports tests in the secondary school entrance examination. After entering the university, they have also carried out sports tests. Since 2009, August 8 of each year has been recognized as "National Fitness Day", which has to some extent enhanced the enthusiasm of people to participate in sports and fitness activities and promoted the development of national sports [3]. Due to the impact of the epidemic, in the past three years, the public has few opportunities to go out for exercise, which has also brought the development model of live sports and fitness into the public's view. The star represented by Liu Genghong opened the live fitness broadcast at home. According to statistics, from March to April 2022, the cumulative number of viewers of Liu Genghong's live broadcast exceeded 100 million, with a single live broadcast up to 44.76 million [4]. Such a nationwide sports fitness model has become the main theme of the epidemic era. In addition, the content of physical training in China is rich and colorful, and the forms are flexible and diverse. Schools in many parts of the country have set up different exercise contents in physical education classes, such as basketball, volleyball, table tennis, lala gymnastics, football, badminton and other activities.

However, China has obvious deficiencies in the construction of sports facilities. According to the survey in 2019, the per capita area of sports venues in China is only 1.86 square meters, which will

pose a certain obstacle to national sports and fitness [5]. This also leads to the fact that most people's physical fitness is not very good, teenagers become obese, and the elderly are getting weaker and weaker. Therefore, the lack of national fitness promotion and the lack of sports venues can affect the development of sports and the development of national physical quality.

2.2. The Development Mode and Characteristics of Sports Competitive Cause

China plans to build a new pattern of coordinated development of competitive sports during the "14th Five-Year Plan", aiming to follow the laws of social development. China's sports competition management system is a national system based on government management, take the scientific concept of development as the basic theory, and combine it with the economic system [6]. However, in the current situation, the combination of economic benefits is far from enough. For example, China's local basketball league held two all-star games in 111 days, which made many fans unhappy, it caused that less and less basketball fans went to the arena to watch games. The economic and competitive are not balanced. The original competitive competition has made concessions for economic benefits. In addition, China is short of talents in some sports competitions, and creating excellent results is also one of the purposes of participating in competitive sports. Take China's CBA League as an example, 20 teams in the CBA League have youth teams, which also leads to many teams choosing to abstain at the annual CBA draft conference, which also leads to some excellent players who are capable but not in the youth team being unable to enter a higher platform, Therefore, the lack of competitive sports talents is also a major difficulty that China is now facing [7]. On February 28, the former champion team of CBA, Xinjiang Team, announced that it would withdraw from the rest of the CBA season and the CBA league. In the announcement issued by Xinjiang Team, it was mentioned that "the discipline and ethics committee of the China Basketball Association believed that Xinjiang Guanghui Basketball Club violated the registration rules, made serious mistakes, and unjustifiably and absurdly punished." Xinjiang Guanghui Basketball Club believed that such acts seriously violated their legitimate rights and interests, Injured Xinjiang fans, and caused great harm to the basketball and sports world in Xinjiang, and considered this punishment decision violates the facts and regulations and does not conform to the normal work process, so Xinjiang Guanghui Basketball Club does not recognize this punishment. However, corruption at the top of China's sports management is also too serious [8]. China Football Association is a good example. First, the former head coach of the National Football Association and former Chinese football player Li Tie were arrested for suspected serious violations of the law, and then the competent referee Chen Yongliang, Vice Chairman Wang Dengfeng, and Chairman Chen Xuyuan were successively arrested, reflecting the incompetence and corruption of China's sports management, which is also a major problem to be solved in China at present. This also shows to a certain extent that the development of China's sports competitive cause is not yet complete, and there are still many places that China should continue to improve .

2.3. The Development Status, Mode and Characteristics of Sports Industry

China's sports industry is now entering a period of rapid development. In 2018, China's sports industry achieved two key indicators of industrial added value of more than one trillion yuan, accounting for more than 1% of GDP. Before twenty-first century, there were very few local sports brands in China. When Nike and Adidas, the famous sports brands in the United States, were selling well in the world, Anta and Li Ning were still in the development stage and did not have their own technology. As a result, most Chinese athletes had to wear foreign brands and had few chances to compete in Chinese brands. According to statistics, in 2021, Adidas annual revenue of 21.234 billion euros, up 15% year on year, while the Chinese market annual revenue rose only 3%. But with the development and

progress of science and technology and economy, China's current sports goods have also been upgraded to a new level. Both sports shoes and sports equipment have been integrated with new technologies, such as the technology developed by the famous Chinese sports brand Li Ning, which is a kind of technology that is made by granulation and foaming under the condition of supercritical bead foaming and has the characteristics similar to rubber elasticity, Let people have a better sports experience. China is also implementing the integrated development model of the Internet and sports [9]. Through the live broadcast of various sports events on the Internet, sports teaching videos are released to the website or social software for the public to learn, which can faster strengthen people's understanding of sports, and also stimulate some people's interest in sports, and participate in sports activities or sports undertakings.

3. Suggestions

This paper believes that in order to solve the problem of insufficient per capita sports venues in China, the first thing to do is to build more stadiums and reduce the use price of stadiums and gymnasiums, China can effectively improve the enthusiasm of the Chinese people to exercise, and enable more people to engage in exercise at the same time in this way. To solve the problem of the shortage of competitive sports talents, China needs to change the previous sports teaching methods, cultivate the sports ability of Chinese teenagers from an early age. Compared with children in the United States and Europe, Chinese children are sports much later and not systematic enough to allow them to really master a skill, so it is important to provide them with sufficient training conditions, and for basketball, China can imitate Europe rather than the United States, because at present, there is a certain gap between the physical quality of Chinese teenagers and American teenagers, and Chinese need to fully consider the conditions rather than blindly imitate, Looking back at the European basketball system, it is mainly to cultivate the basic skills and overall view of young people. The purpose is to let every player present play their own abilities, which is what young people are missing now [10]. This paper believes that appropriate imitation of the European basketball training system will help basketball career. Because it is a system that focuses on cultivating basic skills and a holistic view, and there is no significant difference between the physical qualities of Chinese and those of European basketball players, China can follow European basketball concepts and focus on cultivating players' basic skills and a holistic view to achieve the goal of improving their abilities. However, the phenomenon of corruption in China's sports management needs to be curbed by continuous anti-corruption action. In order to better develop the sports industry in China, this paper believes that the Internet can be used more. The introduction of the "Fourteenth Five-Year Plan" Sports Development Plan in 2021 also clarifies the idea of the development of sports informatization, points out that the implementation of digital sports construction projects, encourages and supports the research and development of digital promotional sports, which provides convenience for the digital development of the sports industry, and makes better use of the Internet to combine with the sports industry, Spread it more forcefully and let more people join in this cause. From these, a conclusion can be drawn that China's current national fitness cause, sports competitive cause, and even China's overall sports industry are in a period of rapid development, but in order to have a better development of China's sports cause, public should be the beginning, especially the youth's sports training, and should build more stadiums and gymnasiums, and better use the Internet to spread China's sports cause. This can help China realize a stage of progress in sports, and let China have the opportunity to be recognized by the world as a sports power.

4. Conclusion

This paper uses the case analysis method and the literature survey method to study the public sports' status, development characteristics, development mode, China's competitive sports cause development status, development characteristics, development mode and China's sports cause development status, development mode and development characteristics and line analysis. This paper concluded that China's national sports fitness cause, competitive sports enterprise and overall sports enterprise are under vigorous development, but there are problems in all of these. Firstly, the limited sports field area, secondly, the scarcity of talents engaged in competitive sports in China and the system of competitive sports events is not mature and perfect, last, but most importantly, the corruption of Chinese sports management is serious. Solving these problems one by one will be of enormous benefit to Chinese sports industry. However, there are still many defects and deficiencies in this paper. China can increase in physical exercise area to let more people join the national fitness, and through constant exercise and attract sports talent to improve the level of sports competition, and Chinese basketball need to change the way of training players, at this point can follow Europe, and in Chinese football, to continue to anti-corruption to ensure the fairness of the game, China's sports brand also need to constantly innovation to attract more customers, bring more benefits. The research on the competition system of competitive sports is not in-depth. This kind of problems can be done in more detail in the future. Due to the lack of research in this field in China and the limitation of knowledge, it is not possible to carry out a more in-depth research on the development of China's sports industry. This paper expects that in the future, it will have sufficient ability to conduct a more detailed analysis and research on such events. It is also expected that more research on this field will help China's sports industry develop vigorously in the future. It is also hoped that China's sports management can adopt some reasonable suggestions to help China continue to move forward in sports and become a sports power recognized in Asia and even the world.

References

- [1] Meng, L.: *Research on the role of government in Beijing Sports brand events*. Soochow University (2015).
- [2] Luo, Y., Peng, J., Wang, L., Wei, C.: *Research on the development of "smart sports" to national fitness in the context of "Internet plus"*. The 12th National Sports Science Conference (2022).
- [3] Cao, L.: *Analysis of sports economic development in the context of national fitness*. Northern Economy and Trade (4), 96-97 (2022).
- [4] Qiao, J.: *Liu Genghong Girl: The emotional value behind the national "cloud fitness"*. Culture Monthly (01), 13(2023).
- [5] Huang, C., Peng, G., Ruan, Y., Wen, X., Zhong, F.: *The relationship between the distribution of sports facilities and the death risk of residents in China -- a four-year cohort study based on the national population*. The 12th National Sports Science Conference (2022).
- [6] Li, Z., Tan, Y., Xia, J.: *The development process, model optimization and forward-looking thinking of the reform of China's competitive sports competition system*. Journal of Tianjin Institute of Physical Education 37 (01), 80-86(2022).
- [7] Huang, Z.: *Research on the current situation, restrictive factors and breakthrough path of CUBA to CBA athletes*. Chengdu Institute of Physical Education (2021).
- [8] Guo, L.: *Research on the injustice in competitive sports in China*. Qufu Normal University (2019).
- [9] Xu, Z.: *Analysis of the current situation and countermeasures of China's sports industry*. Economic Research Guide (09), 26-27 (2017).
- [10] Zhang, J.: *Research on the development of Internet plus sports in the new era*. Dunk 42 (6), 56 (2021).