

# *Research on Balanced Mechanism of School Sports Competitive Resources*

**Chen Chen**

*Zhejiang a&f University, P.e Department, Hangzhou, Zhejiang, 310000, China*

**Keywords:** School sports, Professional sports, Sports resources, Competitive equilibrium

**Abstract:** Sports resources follow the law of competition of economic law, and sports resources have particularity. give school sports resources and school sports development some experience by the principle of symbiosis in economics, having analyze and summarize for competitive balanced mechanism of sports development and observing and learn from professional sports events.

## **1. Introduction**

The growing goods with the development modern economy follows the law of competition of economic law ,but sports resources are different from ordinary commodities because it's special. Sports resources include tangible resources and intangible resources, sports facilities and sports stars belong to tangible resources, competition branding and association effects belong to intangible resources. If want to attract more viewers to watch match and get more revenue, the two sides should be close and competition with each other. the symbiosis of industrial cluster in economics means many enterprises in the cluster are related in industry, can share many industrial elements, including professionals, market, technology and information, etc, in particular, complementary industries can produce mutual effects. So that enterprises in the cluster can get internal economics of scale, economy of scope, external economies of scale and the dual benefits of the external-scope economy. The features of sports of competition and equilibrium can produce multiple effect. Analyze the relation of competition balance in sports resources is helpful to promote the vitality of sports, whether in professional sports or in school sports, tangible and intangible resources of sports resources both need to reasonably allocate competition and equilibrium according to the actual situation, so that promote the development of resources such as sports events .How can these resources be integrated and used for promote development, along with development of college sports league and sports resources of each university has its own, give college sports resources some thoughts combined with the characteristics of professional league.

## **2. The Relation of Competitive Equilibrium in Professional Sports.**

The competition of between sports team or clubs is different from that between ordinary enterprises, because of particularity of sports products. First of all, the two teams or clubs in the competition need to compete fiercely in order to improve the level of the game. This kind of competition is directly visible and highly antagonistic, with the economic level of the club as the

weight. Secondly, outside the competition, clubs need to compete financially in order to compete for scarce resources such as excellent players, this kind of competition is invisible and depends on the economic level of the club, but its intensity is no less than the competition on the field. Thus it can be seen, there have two levels of competition between clubs: competitive and economic competition.

The professional sports competitive is the comparison of competitive strength between clubs. The more competitive sports, the higher the quality of professional sports events. From the goal orientation of different league clubs, European club tend to maximize their wins, North American clubs pursue profit maximization. But in professional sports market, winning the sports competition will win the favor of the market. Which club can have more market value has more economic benefits, thus triumph sport is still the club's persevering pursuit goal, and sport is the fundamental purpose of professional sports, is the charm of professional sports, sports competition to win social trust and support of professional sports, left the sport it is meaningless to talk about professional sports economy.

Economic competition is a comparison of the financial resources of clubs outside the sporting arena. Good players, for example, the supply is limited, in order to make good players for himself and the club will begin between competition for a scarce resource, the competition for financial leverage, no players, no game, visible economic competition is the foundation of sports competition are based, lost economic competition, sports will not normal. Therefore, they are interdependent and mutually promoting. Sports competition is the embodiment of the club's economic strength, and economic competition can promote the club's competitive strength.

A dominant club may lose its market due to a lack of competition due to the audience's preference for an uncertain outcome. It can be seen that the competitive balance between the strength of clubs is related to the economic impact, so limiting the difference of the income level of clubs and maintaining the competitive balance have become a hot topic for scholars at home and abroad.

As for the reasons for maintaining the balance of competitive strength, European and American scholars Rottenberg (1956), Neale (1964) and Jones (1969) believed that, for ordinary enterprises, without considering the anti-monopoly law, the ideal state of ordinary enterprises is to obtain monopoly. But when considering professional sports, the bigger the competition and the better the competition, the greater the economic benefits. If a team has more and more excellent athletes and repeatedly wins the championship in the league, it will also slowly fall into the dilemma of audience loss and diminishing income. In order to maintain the competitive balance among clubs, the league has made many institutional arrangements, which can be called the competitive balance mechanism.

Scholars have given different explanations to the special economic characteristics of professional sports based on different research perspectives. Professional sports are commodities covering a variety of products. Professional sports industry is a natural monopoly industry, and all professional teams in the league combine to produce products. After the 1980s, many scholars pointed out that the American professional league is a monopoly organization. This form of strict restrictions on the potential competitors to join, consumers, athletes also caused a certain loss of interests.

The classic products of professional sports leagues, such as the English Premier League, German Bundesliga, the Italian Serie A, the American National Basketball Association, the four major international tennis open tournaments, the world Formula One Championship, etc., are the successful models of professional sports service operation, which not only become the focus of global attention, but also gain rich profits. However, the Chinese Super League (CSL) and Chinese Basketball Association (CBA) leagues in China face poor brand reputation and low attendance. How to enhance the competitiveness of professional sports products, cultivate the loyalty of fans and create a bigger market is an issue that cannot be ignored in the development of professional

sports.

### **3. The Competitive Equilibrium of School Physical Education**

School physical education resources refer to the potential conditions of various social and natural conditions which are conducive to the development of body and mind to meet the needs of the society, thus laying the foundation of national physical education, enhancing people's physique, improving competitive level and carrying out national fitness. After years of vigorous development of school sports, various sports leagues have designed and implemented the relevant competition mechanism, and established the monopoly competition equilibrium mechanism and the competition brand mechanism.

Sports resources in schools are different from professional sports in terms of education, economy, talents, venues, materials, teachers and so on, and there are also unbalanced phenomena according to regional economic development. School sports development and utilization of resources must be according to the actual situation and characteristics of the school to decide, follow the rules of the school sports development, the competition and balance the relationship between the actual used to allocate the venue, teachers, time, information, etc., on the premise of guarantee the quality of teaching to meet the needs of social sports, otherwise the impact against the development of the school sports teaching.

It is the direction of development to establish sports brand competitions within or between schools for students. By developing the advantages of school sports resources, actively strive for multi-channel investment, and make full use of the existing talents and facilities, establish and perfect socialized school sports resources. The overall planning by the governing departments of the education system can cultivate the competitive balance mechanism of school sports resources, select outstanding sports talents through inter-school leagues, and provide talents to social sports or professional sports.

### **4. Summary**

Looking at the current development of sports resources in our country, the value of sports has not been brought into full play in the aspect of competition balance mechanism. Due to the low quality of sports competition itself, the income of the league differs greatly from that of the foreign developed countries, and the league income is dominated by various sports associations and extracted a certain proportion, and the income shared by each club is insignificant. There is no completely open reserve talent market for professional sports in China, and the draft system is difficult to carry out normally. The market of school sports resources has not been completely opened, and the echelon transportation of school and professional sports has not been completely established. More importantly, because of the lack of self-discipline mechanism and people's cognitive acceptance is still low, China's sports resources are facing a serious imbalance. With the advent of the Internet, therefore, how to effectively integrate the sports resources, establish a beneficial sports resources competition equilibrium mechanism and the sports brand marketing mechanism is vital for the development of school sports resources in China, only good institutional arrangements to improve sports product competitive advantage, to establish a high quality brand competition, promote sports competition vitality.

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