

Research on Synergistic Development of Sports Industry in the Context of Yangtze River Delta Integration

Jia Yuxuan

Industrial Economics, Anhui University of Finance and Economics, Bengbu, Anhui, 233000, China

Keywords: Yangtze River Delta region; sports industry; synergistic development

Abstract: Based on the background that the integrated development of the Yangtze River Delta region has been elevated to a national strategy, the theoretical basis and research status of the synergistic development of the regional sports industry are summarized by using the literature method, and the current situation of the synergistic development of the sports industry in the Yangtze River Delta region is analyzed. It is found that the policy synergy development of sports industry in Yangtze River Delta region is outstanding, the innovation synergy development is slightly weak, and the layout coordination development is relatively insufficient. In view of the above problems, we propose the realization path to promote the deepening of the synergistic development of sports industry in the Yangtze River Delta region.

1. Theoretical Basis and Research Status of the Synergistic Development of Regional Sports Industry

Regional industrial synergistic development refers to the process in which two or more economic subjects in a region gradually change from pursuing independent industrial development to pursuing mutual promotion, resource integration and complementary advantages of industries among economic subjects to achieve mutual benefit and win-win situation [1]. The theoretical basis of regional industrial synergistic development is derived from the system theory and self-organization theory in the synergistic class. Systems theory regards government, society and individual citizens as subsystems in an open overall system, and adjusts the operating environment of the system through the benign interactions among subsystems with the help of control parameters such as money, law, knowledge and ethics, so as to produce synergistic effects [2]. Based on the above theoretical basis, the sports industry system in the Yangtze River Delta region is regarded as an open and complex overall system, which contains different subsystems. In order to realize the synergistic development of the Yangtze River Delta region, the benign interaction between the subsystems should be enhanced, and the flow of factors in the Yangtze River Delta region should be promoted to realize the effective allocation of resources and complementary advantages, so as to change the disorderly state of the system and form a stable and orderly system structure in a self-organized manner.

China is actively exploring the synergistic development of sports industry in regions such as Guangdong, Hong Kong and Macao, Beijing, Tianjin and Hebei, Chengdu and Chongqing regions, and Yangtze River Delta region. The Guangdong-Hong Kong-Macao Greater Bay Area has certain conditions for synergistic development due to its unique location advantages as well as resource

endowments [3]. The new development strategy has promoted the construction of the twin-city economic circle in the Chengdu-Chongqing region, which has brought opportunities for the synergistic development of the sports industry in the region [4]. The Beijing-Tianjin-Hebei region has rich sports resources and location advantages, which help promote the integrated development of sports industry with the support of regional development strategies [5]. The Yangtze River Delta region has been at the forefront of sports development in China and has taken the lead in the regional collaboration of sports industry [6]. All these regions have the basic conditions for collaborative industrial development, such as the continuous growth of the scale of sports industry, the continuous improvement of the quality of the industry, and the transformation and upgrading of the industry. Meanwhile, the cooperative mechanism of synergistic development is steadily advancing, such as reasonable layout of industrial bases, collaborative development of sports events, and collaborative operation of stadiums [7]. However, most studies have shown that there are still realistic dilemmas that restrict the synergistic development of sports industry in these regions. How to break through the real dilemma and realize the reasonable layout of intra- and inter-regional sports industries requires an in-depth exploration of the realization path of the synergistic development of sports industries based on the realistic basis of sports industry development.

2. Current Situation of Synergistic Development of Sports Industry in Yangtze River Delta Region

Outstanding advantages of synergistic development of sports industry policies in the Yangtze River Delta region. From the perspective of the policy planning for the synergistic development of the overall sports industry in the Yangtze River Delta, the synergistic development of the sports industry in the Yangtze River Delta region has many outstanding policy advantages. As early as September 2003, the directors of Shanghai, Jiangsu and Zhejiang provincial sports bureaus signed the Letter of Intent to Promote Yangtze River Delta Sports Cooperation and Build Yangtze River Delta Sports Circle; in 2013, the divisional leaders of Jiangsu, Zhejiang and Shanghai sports bureaus jointly signed an agreement to collaborate with the sports industry in the Yangtze River Delta region; subsequently, in 2016, the Yangtze River Delta Sports Industry Collaboration Council formulated the Yangtze River Delta Sports Industry Collaboration Conference Action Plan (2017-2020)"; in 2019 with the development of the "Yangtze River Delta Integrated Development Plan Outline", Jiangsu, Anhui, Zhejiang and Shanghai three provinces and one city officially determined the Yangtze River Delta integration region, to achieve The transformation of the Yangtze River Delta integrated synergistic development from theoretical effectiveness to practical operation; in 2020, the Shanghai Municipal Bureau of Sports and Jiangsu, Anhui and Zhejiang provincial sports bureaus, after receiving approval from the State General Administration of Sports, jointly issued "Several Opinions on the Integrated and High-Quality Development of Sports in the Yangtze River Delta Region" as an important guiding document to implement the comprehensive synergistic development of the sports industry in the Yangtze River Delta region, which is based on sports industry, sports events, The "Yangtze River Delta Sports Integration Collaboration Agreement (2021-2025)", which was considered and adopted in 2021 at the Yangtze River Delta Sports Integration Development Promotion Meeting, will "promote the convergence of regional planning and joint development, and form a number of high-level cooperation successes with significant impact and demonstration effect. "As a key task of the Yangtze River Delta sports industry in the "14th Five-Year Plan" period.

Synergistic development of sports industry innovation in the Yangtze River Delta is slightly weak. In terms of model innovation, the Yangtze River Delta is actively exploring new models of collaborative development between sub-regions. The Shanghai Urban Master Plan (2017-2035), which was introduced in Shanghai in 2017, mentions the promotion of the collaborative development

of Qingpu, Kunshan, and other areas around Dianshan Lake to form a strategic space that integrates cultural, ecological, and leisure functions. Subsequently, in 2018, Jiashan signed the "Strategic Cooperation Framework Agreement of Dianshan Lake Sports Alliance" with the sports departments of Qingpu, Kunshan and Wujiang, Jiangsu, to establish the strategic cooperation relationship of Dianshan Lake Sports Alliance, marking a "new step" in the exchange and cooperation of sports events in the integrated demonstration area.

The synergistic development of science and technology innovation in the sports industry in the Yangtze River Delta region is weak. The synergy of regional science and technology innovation should be the joint development of science and technology innovation in the region, and the synergy of scientific research institutions, researchers and scientific research projects in the region to create a regional science and technology innovation platform to achieve the improvement of regional science and technology innovation capacity and the maximization of innovation benefits [8]. At present, relevant departments and enterprises in the Yangtze River Delta region have not yet achieved significant results in the construction of collaborative innovation platforms, incubation of collaborative innovation projects in the sports industry, and capital investment.

Problems in the Synergistic Development of Sports Industry Layout in Yangtze River Delta Region. The cluster effect of sporting goods industry in the Yangtze River Delta region is obvious, but the homogenization of sporting service industry appears. In the process of synergistic development of sports industry in the Yangtze River Delta region, such as sports shoes manufacturing in Kunshan and Cixi, sports equipment manufacturing in Jiangdu, Taizhou, Fuyang and Cangnan, and foot, basketball and volleyball manufacturing in Shanghai, Fenghua and Fuyang, all play the advantages of specialized industry clusters. However, the sports service industry is still in the exploration stage, and the phenomenon of industrial isomorphism due to homogenization has emerged in its synergistic development. For example, there is serious homogenization in the sports fitness and training service industries that have been emerging in recent years.

3. Realization path of synergistic development of sports industry based on the background of integration of Yangtze River Delta

Pay attention to top-level design and promote the integration of sports industry in the Yangtze River Delta. The synergistic development of sports industry policies in the Yangtze River Delta has been quite effective, but it still needs to be further improved and perfected. First, the top-level system design should be emphasized to clarify the overall strategic goals and tasks of the synergistic development of sports industry in the Yangtze River Delta region. At present, there are problems such as narrow collaboration areas, weak stability and serious fragmentation in the synergy of sports industry policies, and the institutional design should focus on solving these obstacles due to administrative constraints. Secondly, the coordination mechanism of interests for the collaborative development of sports industry in the Yangtze River Delta should be improved, and the strategic guiding and supervisory roles of government departments should be strengthened. There are individual differences in the development stage and functional positioning of sports industry in each province and city, and it is difficult to make breakthroughs in synergy in the short term, but a systematic, long-term and institutionalized mechanism can help support and guarantee the deep development of synergistic development of sports industry in the Yangtze River Delta region. Government departments should perform the function of strategic guidance and supervision, guide the participation of social forces, and then promote them to become the main body of development.

Focus on reform and innovation to cultivate innovative clusters of sports industry in the Yangtze River Delta region. Due to the impact of the new crown epidemic triggering a series of adjustment and turnaround development of sports industry chain, supply chain and service chain, the reshaping

of the ecological network of sports industry in the Yangtze River Delta region has won the battle. The sports industry in the Yangtze River Delta region should continue to focus on the endogenous power of sports industry clusters and enhance the innovation, support and leading power of sports industry clusters. First, innovation as the core, to enhance the ability of sports industry innovation strategy. Specifically, the sporting goods manufacturing industry should "fill the short board" and continuously enhance its technological innovation capability to promote its progressive development to the middle and high end of the value chain. Second, to focus on high-end sports service industry clusters, to enhance the overall competitiveness of the industry. The sports service industry is still in the exploration stage, with homogeneity and not conducive to healthy competition. We should focus on the high-end positioning of differentiated sports services and strengthen the close cooperation among various bodies and institutions in the industry clusters, and at the same time, we should develop the "sports+" integration business mode combining local characteristics and traditions according to local conditions.

Increase scientific and technological innovation to promote the digital development of sports industry. The digital economy has the powerful dynamic energy to promote the integration and innovation of traditional industries with science and technology and accelerate the innovative development of traditional industries. The high-quality development of the sports industry cannot be separated from digital technology innovation, and relying on digital technology to transform the traditional sports industry can not only effectively solve the problem of low efficiency brought about by the public attributes of the sports industry, but also force enterprises to accelerate technological innovation and enhance the speed of innovation. First, actively building a digital platform for the sports industry will help the Yangtze River Delta region break through the market division caused by administrative boundaries, local protection and the division between sports departments, and better realize the synergistic development between regions. Second, to promote the further development of the "sports + Internet" integration industry. The advantages of information technology can help the sports industry meet the multi-level personalized needs of sports consumers, while improving the traditional one-way product supply through various new media and new methods, such as lagging market response and slow adjustment of supply and demand, and promoting the upgrading of sports consumption [9].

4. Conclusion

The integrated development of the Yangtze River Delta region has been upgraded to a national strategy, and the sports industry, as a green and sunrise industry, should pay more attention to the reasonable and orderly regional industrial layout, and become an important growth point for the high-quality collaborative development of the Yangtze River Delta region. At this stage, the synergistic development of sports industry in the Yangtze River Delta region is still facing many difficulties, which cannot be effectively solved in the short term, and requires long-term joint efforts of the government and market players, and gradual progress, in order to continuously seek or innovate a solution path.

Acknowledgement

Anhui University of Finance and Economics Postgraduate Research Innovation Fund Project in 2021: Research on Synergistic Development of Sports Industry in the Context of Yangtze River Delta Integration (Project Number: ACYC2021234).

References

- [1] Xiang Xiaomei, Yang Juan. *Mechanism and model of industrial synergy development in Guangdong-Hong Kong-Macao Greater Bay Area* [J]. *Journal of South China Normal University (Social Science Edition)*, 2018(02):17-20.
- [2] Zheng Qiao, Xiao Wentao. *Collaborative governance: the logic of governance in service-oriented government*[J]. *Chinese Administration*, 2008(07):48-53.
- [3] Xiao Jingying, Zhou Liangjun. *Synergistic development of sports industry in Guangdong-Hong Kong-Macao Greater Bay Area: dilemma and way out*[J]. *China Sports Science and Technology*, 2019, 55(12):5-11.
- [4] Chen O. *The basis, dilemma and path of synergistic development of sports industry in the twin-city economic circle of Chengdu and Chongqing region*[J]. *Journal of Chengdu Sports Institute*, 2022, 48(05):90-96.
- [5] Li Yanrong, Zhang Channian. *Research on the integrated development of Beijing-Tianjin-Hebei sports industry under the regional cooperative development strategy*[J]. *Journal of Guangzhou Institute of Physical Education*, 2019, 39(01):40-44.
- [6] Xu Kaijuan, Huang Haiyan. *Development trend, experience and suggestions of sports industry in Yangtze River Delta region* [J]. *China Sports Science and Technology*, 2019, 55(07):45-55.
- [7] Zhong Huamei, Wang Zhaohong. *Research on the development strategy of Beijing-Tianjin-Hebei sports industry synergy* [J]. *Journal of Harbin Institute of Physical Education*, 2019, 37(05):43-49.
- [8] Wang ZB, Sun Tieshan, Li GP. *Progress and prospects of regional collaborative innovation research*[J]. *Soft Science*, 2013, 27(01):1-4+9.
- [9] Liu Donglei, Cui Lili, Sun Jinhai, Zhu Qiyong. *Industrial ecological coverage and consumption scene change: exploration and reflection on upgrading sports consumption in the Internet of Things era*[J]. *Sports Science*, 2022, 42(04): 86-97.