

# *Market Analysis and Response Strategy Research on the Imbalance of Supply and Demand of International Talents in Leisure Sports*

Weidong Zhang, Feng Liang\*

*School of Leisure and Health, Guilin Tourism College, Guilin, Guangxi, 541006, China*

*\*Corresponding author*

**Keywords:** Leisure sports; International talents; Supply-demand imbalance; Market analysis; Response strategy

**Abstract:** With the economic growth and the improvement of living standards, leisure sports participation has become a part of leisure life, but in the process of its international development, there is an imbalance in the supply and demand of talents, which restricts the development of the industry. Through market analysis, this study discusses the current situation of supply and demand of leisure sports talents and its reasons. It is the key to strengthen the cooperation between colleges and industries and develop courses that meet the needs of the market. In addition, the government and industry organizations should provide more support to promote human talent development; Enterprises also need to properly invest in teaching to support the training of talents in schools, provide a new development direction for the training of leisure sports talents, and provide a reference for the sustainable development of leisure sports industry.

## **1. Introduction**

In today's fast-paced and highly interconnected modern society, leisure sports are like a fresh breeze, deeply integrated into people's daily lives with their rich forms and unique charm, becoming an indispensable element for promoting physical and mental health and improving quality of life. It is not just a simple physical activity, but also a bridge connecting the soul and nature, helping people find an outlet to release themselves from the pressure of work and life, and achieving a harmonious unity of body and mind. However, with the wave of globalization sweeping across, the boundaries of leisure sports are constantly expanding, and its internationalization trend is becoming increasingly significant. The frequent hosting of cross-border sports events, the rise of sports tourism, and the expansion of international fitness brands have collectively woven a colorful international leisure sports landscape. But behind this glamorous facade lies the harsh reality of the imbalance between the supply and demand of international talents in leisure sports. Faced with the rapid changes in market demand and the complex and ever-changing international environment, the industry's demand for leisure sports talents with international perspectives, cross-cultural communication skills, and professional expertise is unprecedentedly urgent. The current supply-demand imbalance not only limits the innovation and development of the leisure sports

industry[1], but also affects its competitiveness on a global scale. Therefore, how to effectively address this challenge and cultivate and attract more high-quality international leisure sports talents has become the key to promoting the sustainable and healthy development of the industry.

## **2. Analysis of the Supply and Demand Status of International Talents in Leisure Sports**

### **2.1 Market demand analysis**

#### **2.1.1 Market demand in the context of globalization**

Driven by the wave of globalization, the field of leisure sports has encountered unprecedented opportunities and challenges for development. With the frequent hosting of global sporting events such as the Olympics and World Cup, as well as the booming sports tourism industry, the demand for leisure sports talents in various countries has sharply increased. This demand is not only reflected in the mastery of professional skills, but also requires talents to have a broad international perspective, keen cross-cultural insight, and efficient communication skills. Enterprises, organizations, and even countries urgently need high-end talents who can cross cultural boundaries, promote sports exchanges and cooperation, and drive the internationalization process of the leisure sports industry.

#### **2.1.2 Diversified and personalized consumer demands**

With the continuous improvement of socio-economic level and the enhancement of people's health awareness[2], leisure sports consumption is gradually shifting from a single exercise to a diversified and personalized direction. Modern consumers not only focus on improving their sports skills and maintaining their physical health, but also pursue unique experiences, deep cultural exchanges, and emotional resonance and satisfaction during the exercise process. This transformation has prompted the leisure sports industry to continuously innovate service models and product content to meet the growing personalized demands of the market. Therefore, the market has a particularly urgent demand for international talents who can combine innovative concepts to provide customized and culturally integrated leisure sports services.

### **2.2 Talent Supply Analysis**

#### **2.2.1 Insufficient number of talents**

Despite the rapid development of China's leisure sports industry in recent years and the continuous expansion of its market size[3], the corresponding professional talent training system is not yet perfect, resulting in a serious lag in international talent supply compared to market demand. Especially those composite talents who not only possess solid professional knowledge, but also have an international perspective, cross-cultural communication skills, and practical experience are in high demand. The current situation of talent shortage not only limits the internationalization pace of China's leisure sports industry, but also affects its competitiveness in the global market.

#### **2.2.2 Unreasonable talent structure**

Currently, the structure of leisure sports talents in China is showing obvious irrational phenomena. On the one hand, the cultivation of professional talents often focuses on skill imparting, neglecting the cultivation of comprehensive qualities, innovative abilities, and international perspectives, resulting in talents appearing inadequate in the face of complex and ever-changing

international market environments. On the other hand, talent distribution is uneven, with high-end talents mostly concentrated in first tier cities or large sports institutions, while grassroots, remote areas, and emerging fields face serious talent shortages. This structural imbalance not only restricts the balanced development of the leisure sports industry, but also limits the overall innovation capability of the industry. Therefore, optimizing the talent structure and strengthening the cultivation of international and versatile talents have become the key to promoting the sustainable and healthy development of China's leisure sports industry.

### **3. Analysis of the reasons for the imbalance between supply and demand of international talents in leisure sports**

#### **3.1 The education system lags behind**

The development history of leisure sports education in China is relatively short, and compared with developed countries, its education system appears to be lagging behind and not mature enough. This lag is mainly reflected in the limitations of curriculum design. The current curriculum system often focuses on the teaching of traditional sports projects, and lacks timely response and integration into emerging leisure sports projects and international popular trends. In terms of teaching methods, traditional indoctrination teaching still dominates, neglecting the cultivation of students' innovation ability, practical ability, and international perspective. In addition, the teaching staff is insufficient and the degree of internationalization is not high. Many teachers lack overseas study or work experience, making it difficult to provide students with professional guidance and experience sharing that is in line with international standards. These factors collectively constrain the ability of leisure sports education in China to cultivate high-end international talents, resulting in a significant gap between market supply and demand.

#### **3.2 Uneven industrial development**

The development of China's leisure sports industry presents significant regional imbalances, with huge differences in resource allocation and development levels between urban and rural areas, as well as between the eastern, central, and western regions. This imbalance is not only reflected in infrastructure construction and capital investment, but also directly in the allocation of talent resources. Due to their superior economic conditions and strong market demand, big cities and eastern coastal areas have attracted a large number of leisure and sports talents, resulting in a certain degree of talent surplus. In rural areas and central and western regions, due to resource scarcity and limited markets, it is difficult to attract and retain high-end leisure sports talents, resulting in a serious shortage of talent supply in these areas. This regional supply-demand imbalance further exacerbates the overall supply-demand contradiction of international talents in leisure sports in China.

#### **3.3 Insufficient international competitiveness**

In the context of globalization, the international competitiveness of China's leisure sports industry is still insufficient, and the brand influence and market recognition need to be improved[4]. This is mainly due to the relatively low overall development level of the industry, weak innovation capabilities, and insufficient experience in international operations. Due to the lack of strong brand support and competitive advantages in the international market, China's leisure sports industry finds it difficult to attract high-end talents with international perspectives, cross-cultural communication skills, and rich international experience. At the same time, existing international talents often choose

to leave due to a lack of sufficient career development opportunities and salary benefits, further weakening the international competitiveness of China's leisure sports industry[4]. Therefore, enhancing the international competitiveness of China's leisure sports industry is the key to alleviating the imbalance between international talent supply and demand.

#### **4. Research on coping strategies**

##### **4.1 Optimize the education system and accurately meet international demands**

Optimizing the education system is one of the core measures in addressing the imbalance between supply and demand[2] of international talents in leisure sports. Firstly, it is necessary to conduct a comprehensive review and adjustment of the curriculum to ensure that it closely aligns with market demand and international standards. This means not only retaining and strengthening traditional sports theory and skills courses, but also proactively adding a series of international and cross-cultural exchange characteristic courses, such as international sports rules and referee law, international sports culture comparison, multilingual sports exchange, etc., to broaden students' international horizons and enhance their competitiveness on the global stage. In addition, attention should be paid to the integration of interdisciplinary courses, such as sports and marketing, sports and information technology, etc., to cultivate students' comprehensive literacy and innovation ability.

###### **4.1.1 Adjust course offerings and build an international curriculum system**

The adjustment of curriculum design is the first step in optimizing the education system. On the basis of maintaining the essence of traditional physical education curriculum, we should actively introduce international advanced educational concepts and curriculum systems, and form a curriculum system with distinct international characteristics. This includes adding cutting-edge courses such as international sports organization and management, cross-border sports event planning and operation, as well as strengthening the cultivation of students' foreign language skills and cross-cultural communication abilities. At the same time, students are encouraged to take international exchange courses or participate in overseas study projects to personally experience sports activities in different cultural backgrounds, thereby deepening their understanding and mastery of international sports rules, culture, and market trends.

###### **4.1.2 Improve teaching methods to stimulate practical and innovative potential**

The improvement of teaching methods is crucial for enhancing students' practical and innovative abilities. Traditional teaching methods often focus on imparting knowledge and training skills, while neglecting students' subjectivity and practical exploration. Therefore, it is advocated to adopt diversified teaching methods and tools, such as case teaching, simulation exercises, group discussions, project driven, etc., to stimulate students' interest and initiative in learning[5]. Especially, it is necessary to strengthen the design of international exchange and practical activities, such as organizing students to participate in volunteer services for international sports events, international sports and cultural exchange activities, etc., so that students can learn through practice and grow through communication, continuously improving their ability to solve practical problems and international competitiveness.

###### **4.1.3 Strengthen the construction of teaching staff and build an international teaching team**

To cultivate international talents in leisure sports with an international perspective and

cross-cultural communication skills, it is necessary to first have a high-quality international teaching team. This requires universities and training institutions to actively introduce outstanding teachers and experts with international backgrounds, while strengthening the training and improvement of local teachers. By organizing teachers to participate in international academic conferences, overseas training, collaborative research and other projects, we aim to broaden their international and academic perspectives; Encourage teachers to engage in international cooperation and exchange programs to enhance their cross-cultural communication skills and teamwork spirit. In addition, a sound incentive mechanism and evaluation system should be established to stimulate teachers' enthusiasm and creativity, and contribute to the cultivation of more outstanding international talents in leisure sports.

## **4.2 Promote industrial development and stimulate new vitality in talent supply and demand**

Promoting industrial development is an indispensable part of addressing the imbalance between supply and demand of international talents in leisure sports. This is not only related to the growth of market demand, but also directly affects the structure and quality of talent supply.

### **4.2.1 Increase policy support and create a favorable development environment**

The government should play an active role by introducing a series of forward-looking and targeted support policies to inject strong impetus into the development of the leisure sports industry. Specific measures may include establishing special funds to support industry innovation and technological upgrading, providing financial subsidies to alleviate initial operational pressure on enterprises, implementing tax incentives to encourage enterprises to increase research and development investment and market expansion. The implementation of these policies will effectively reduce enterprise costs, enhance their market competitiveness, attract more social capital investment, and form a virtuous cycle. At the same time, the government should strengthen supervision, ensure policy implementation, create a fair competition market environment, and safeguard the healthy development of the leisure sports industry.

### **4.2.2 Promote industrial integration and broaden talent demand areas**

Industrial integration is an important way to promote the upgrading of the leisure sports industry[7]. By breaking through traditional industry boundaries and promoting the deep integration of leisure sports with tourism, culture, technology and other industries, new industrial chains and cluster effects can be formed. This integration not only helps to expand market space, increase service content and forms, but also provides a broader stage and diversified career development path for talents. For example, combining leisure sports with tourism can develop sports tourism projects to attract domestic and foreign tourists; Integrating with culture, sports events and cultural festivals can be held to enhance cultural soft power; By integrating with technology, advanced technologies such as big data and artificial intelligence can be used to optimize event organization and audience experience. The rise of these emerging fields will provide new directions and opportunities for the cultivation of international talents in leisure sports.

## **4.3 Enhance international competitiveness and lead the development of leisure sports industry to new heights**

In today's globalized world, enhancing international competitiveness is the key to the sustainable development of the leisure sports industry[8]. In response to the current imbalance in the supply and demand of international talents in leisure sports, we need to start from two aspects: brand building

and market expansion, and work together to promote the industry towards the international stage.

#### **4.3.1 Strengthen brand building and shape international influence**

Brand building is the core strategy to enhance the international status of China's leisure sports industry. We should pay attention to the differentiated positioning and personalized shaping of the brand, and create a brand with distinct characteristics and high recognition through in-depth exploration of cultural connotations, innovative service models, and other means. At the same time, we will strengthen market promotion efforts, utilize modern media methods and international marketing channels to enhance brand exposure and reputation. Especially, hosting or participating in international sports events is an effective way to showcase brand strength and enhance international image. Through careful planning and organization, we can attract global attention, promote international exchanges and cooperation, and win more international recognition and respect for China's leisure sports industry.

#### **4.3.2 Actively expanding international markets and deepening international cooperation**

Expanding the international market is the only way to enhance the international competitiveness of China's leisure sports industry[6]. We should actively seek opportunities for cooperation with internationally renowned sports organizations and enterprises, and introduce advanced management experience and technological means through joint ventures, technology introduction, and other means to enhance the comprehensive strength of China's leisure sports industry[2]. At the same time, we will conduct in-depth research on international market demand and trends, develop leisure sports products and services that meet international standards, and meet the diverse needs of global consumers. In addition, we will strengthen our connections and communication with international organizations, actively participate in the formulation of international rules and standards, and strive for more voice and initiative in China's leisure sports industry. Through these efforts, we can gradually build a global marketing network and service system, promoting China's leisure sports industry to occupy a place in the international market.

#### **4.4 Improve talent incentive mechanisms to stimulate talent vitality and potential**

Against the backdrop of an imbalance in the supply and demand of international talents in leisure sports, it is particularly important to establish a comprehensive and attractive talent incentive mechanism. This is not only the key to alleviating the talent shortage problem, but also the intrinsic driving force for promoting the sustainable innovation and development of the industry[9].

##### **4.4.1 Building a diversified talent incentive mechanism to stimulate talent vitality**

To effectively stimulate the enthusiasm and creativity of talents, we should establish a diversified incentive system. Firstly, in terms of salary incentives, competitive salary and benefits should be provided based on the market value and work contribution of talents, to ensure that talents receive the economic returns they deserve. Secondly, we attach great importance to career development incentives, tailor career plans for high-end international talents, provide broad career development space and promotion opportunities, so that they can not only pursue personal value, but also contribute greater strength to industry development. In addition, an honor recognition mechanism should be established to commend and reward talents who have demonstrated outstanding performance and achieved remarkable achievements in their work, enhancing their sense of honor and belonging. Through these measures, we can stimulate the vitality and potential of talents from all aspects and perspectives.



#### 4.4.2 Strengthen talent introduction and cultivation, and build a talent echelon

To address the shortage of international talents in leisure sports, we must take a dual approach, focusing on both talent introduction and strengthening the cultivation of local talents. In terms of talent introduction, we should actively broaden channels, strengthen cooperation and exchanges with well-known universities, research institutions, and enterprises at home and abroad, and attract more outstanding talents and teams to join. At the same time, optimize talent introduction policies, provide convenient living services such as household registration, visas, and children's education for talents, and solve their worries. In terms of cultivating local talents, we should pay attention to the combination of theory and practice, and provide more practical opportunities and platforms for talents through school enterprise cooperation, industry university research integration, and other means. At the same time, establish a sound selection mechanism to discover and cultivate local talents with potential, and reserve more high-quality talents for the industry. Through these efforts, we can gradually build a talent pool with a reasonable structure and excellent quality, providing strong talent support for the international development of the leisure sports industry.

### 5. Conclusion

After deeply analyzing the current market situation of the imbalance between supply and demand of international talents in leisure sports, we face it as a key bottleneck that restricts the high-quality development of the industry. In response to this challenge, this article provides a comprehensive analysis and strategic exploration, proposing a set of forward-looking and operationally effective solutions. These plans start with optimizing the education system, closely adjusting the content and mode of education in line with market demand, strengthening practice and international exchanges, in order to cultivate more talents with international perspectives and professional skills; At the same time, promoting industrial development is regarded as the core, and market vitality is stimulated through increasing policy support, promoting industrial integration, and other means to broaden the scope of talent demand and lay a broad growth space for talents; Enhancing international competitiveness is also a key aspect. By strengthening brand building and actively exploring international markets, it not only enhances the international influence of China's leisure sports industry, but also attracts a large influx of international talents; In addition, improving the talent incentive mechanism as a guarantee, building a diversified and comprehensive system, stimulating the potential and creativity of talents, and effectively attracting and retaining high-end international talents. Looking ahead to the future, with the acceleration of globalization and internationalization, as well as the vigorous development of China's leisure sports industry, we have sufficient reason to believe that the implementation of the above comprehensive strategies will significantly improve the imbalance between supply and demand of international talents in leisure sports, inject inexhaustible momentum into the internationalization journey of China's leisure sports industry, not only accurately respond to current challenges, but also deeply insight into future development, demonstrating important innovation and extensive practical application value.

### Acknowledgements

Weidong Zhang, Professor, Guilin Tourism University. Research direction: physical education and training, leisure sports.

Feng Liang, PhD, Associate Professor, Guilin Tourism University. Research direction: leisure Sports Industry and leisure sports tourism.

Key project of Vocational Education Teaching reform in Guangxi in 2020: Construction and practice e research of GUAE collaborative education mechanism of leisure sports major in

application-oriented tourism colleges, Project No.: GXGZJG2020A044

## References

- [1] Guo L, Chen J .*The Training Mode of Leisure Sports Talents under the Background of Rural Revitalization Strategy* [J]. *Mobile information systems*, 2022, 2022(Pt.10):8332563.1-8332563.13.
- [2] Jemal H. Abawajy, Kim-Kwang Raymond Choo, Rafiqul Islam, Zheng Xu, Mohammed Atiquzzaman. *International Conference on Applications and Techniques in Cyber Intelligence ATCI 2019*[M].*Applications and Techniques in Cyber Intelligence*,2020.
- [3] Deng C, Tang Z .*Historical Opportunity and Structural Transformation of Sports Industry Development under the Background of New Information Technology*[J].*Journal of Physics Conference Series*, 2020, 1575:012170
- [4] Ma T, Ding X. *Research on the dilemma and path of the development of female leisure sports in China in the new era* [J]. *Journal of Sociology and Ethnology*, 2022, 4(6): 125-130.
- [5] Zhang L. *Education management, education theory and education application* [M]. Springer Science & Business Media, 2011.
- [6] Zheng J. *State Formation, Globalization, and Universities: Exploring the Internationalization of Higher Education in China* [M]. Taylor & Francis, 2024.
- [7] Dong K, Liu T. *Digital Model Innovation of Leisure Sports Development in the Convergence Perspective of Culture, Sports and Tourism* [J]. *Applied Mathematics and Nonlinear Sciences*, 2024, 9(1).
- [8] Zhang Q. *Construction of Leisure Physical Education Teaching Model Based on Multisensor Fusion*[J]. *Mobile Information Systems*, 2022, 2022(1): 3656915.
- [9] Yan B, Wang Y. *Evaluating the impact of technological development policy on the high-quality development of the manufacturing industry: Mechanisms and threshold effects*[J]. *Heliyon*, 2024, 10(16).