

The role of football industry in promoting economic development

Zixian Chen^a, Yu Zhang^{b,*}

2017 Economic Major, Economic Institute, Shanxi University of Finance and Economics, TaiYuan 030000, China

^aczx18834187168@162.com, ^b1547565954@qq.com

*Corresponding author

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Abstract: Football is the biggest sport in the world, a lot of people love it. In recent years, football culture has spread rapidly and football economy has developed rapidly. Football industry came into being and for a large proportion in the national economy accounting. Football industry development can ease employment pressure, expand the scale of the economy, promote the production and sales of football-related products, improve the economic environment, promote the improvement of infrastructure construction, enrich urban culture and stimulate the development of tourism. Combined with the connotation of football economy and the economic data of modern football industry and football industry, this paper analyzes the important role of football industry in social and economic development. And combined with the problems in the development of football economy, this paper analyzes how to develop the football industry.

1. Introduction to football industry

Football is the biggest sport in the world, a lot of people love it. In recent years, football culture has spread rapidly and football economy has developed rapidly. Football economy is an economic form with football and its related industries as the main body. Football industry is the product of social and economic development. It is composed of economic sports centering on football, mainly including commercial football league, foreign aid introduction, football training, football cultural products, football apparel, football e-sports and other football-related industries. Since the 18th National Congress of the Communist Party of China, the CPC Central Committee with comrade xi jinping as the general secretary has promoted the development of football to an important task of developing sports and building a strong country in sports, and taken football economy as an important pillar of the development of sports industry. Franz Beckenbauer, the German star, once said: "all the carnival of football will begin in the name of football and end in economic calculation." Globally, the GDP of sports industry accounted for 2% on average in 2015. According to statista, football accounts for half of the global sports market, accounting for 51%. It can be seen that the football industry has a huge role in promoting economic development.

2. The promotion to economy of developing football industry

2.1 The development of the football industry can ease employment pressure

The most important in football is the football player. In recent years, the professionalization of football players and coaches has been highly developed, there are also many referees and staff members engaged in football work, this has alleviated the pressure on social employment to a certain extent. According to FIFA data, there are currently 240 million professional players in the world engaged in football, and more than 30 million people engaged in football-related work. In addition, the football industry infrastructure also provides a lot of jobs. Since 2015, China has vigorously developed campus football, built many football fields and football training bases, and solved the employment problems of some migrant workers. During the preparations for the 2018

World Cup, Russia created 220,000 new jobs in related industries, and Construction and tourism will add 160,000 to 240,000 jobs a year over the next five years.

2.2 The development of the football industry can expand the scale of the economy

The transfer fee for football players is an important part of the macroeconomic market. Since the completion of the transfer from Barcelona to Paris Saint-Germain in 2017 at a price of 222 million euros, the block trade has never stopped. At the same time, in some developed countries, the income of football players is also very impressive. Forbes' previous 2019 global athlete income rankings show that Argentine player Messi has the highest income and annual income of 130 million euros. Followed by is the Portuguese star Ronaldo and Brazilian star Neymar, the annual income is 113 million euros, 91.5 million euros. It is worth mentioning that Ravitch, who plays for the Super League team, has an annual income of 27 million euros, ranking ninth. Messi's after-tax salary is only 50 million euros, and C Ronaldo's after-tax salary is only half of him, it can be seen that behind its high income, tax revenue is also a considerable figure.

2.3 The development of the football industry can promotes the production and sales of football-related products

Football-related products, such as football uniforms, tickets for commercial football matches, football training equipment, and football e-sports games. The fans have great spending power, According to estimates by the Brazilian Bureau of Statistics and economists, the World Cup in Brazil brought more than \$4 billion in revenue to FIFA, and Brazil also received \$14 billion in revenue. In the 12 venues of the 2018 World Cup in Russia, the central air-conditioning equipment was contracted by Gidea from Foshan, Guangdong province and Gree electric appliances from Zhuhai. Produced by Chinese enterprises more intelligent Po per 66 elevators products appear in more than stadium and Samarra sports field, tens of thousands of pieces for World Cup mascot from Dongguan and Hangzhou factory complete, 3 million right now good, more than 20 bottles of hand flag, more than 20 hat, 30 more than the fans fan from Wenzhou to Russia. More than 30 billion people have touched the 2018 World Cup in China.

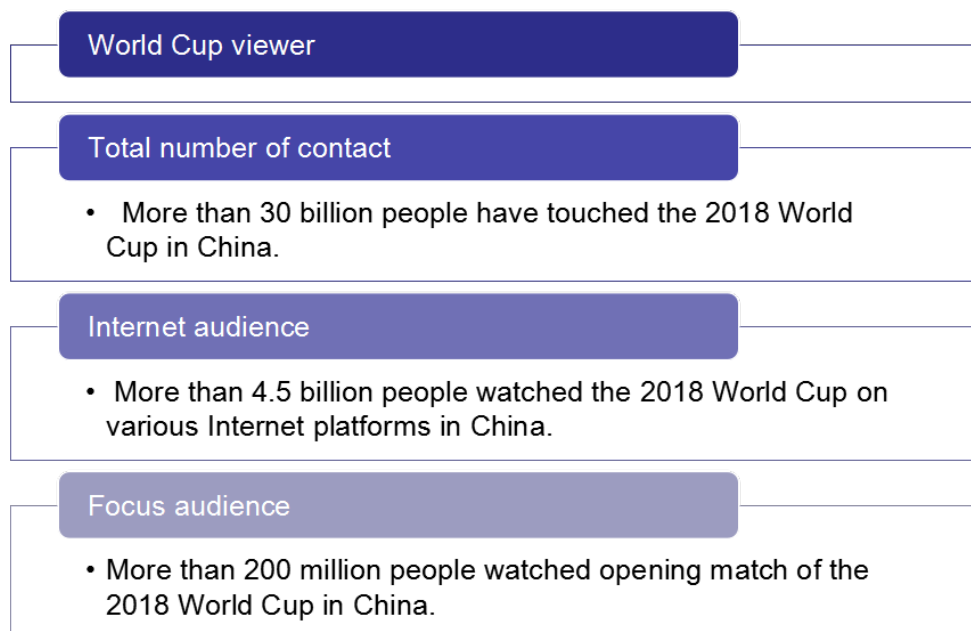


Figure 1. The total number of viewers for the 2018 World Cup in China

In recent years, China has vigorously developed its football career, and more people know and understand football, consumer groups continue to expand. FIFA hopes that by 2026, more than 60% of the world's people will participate in football, and the fan culture industry has great potential for development and will create enormous consumption.

2.4 The development of the football industry can improve the economic environment

In the football industry, business cooperation also accounts for a large proportion. When organizing major events, there will be many companies doing business cooperation and sponsorship. Almost every team will have a fixed cooperation jersey brand and sponsor, For example, the Bayern Munich club, which is active in the Bundesliga, has jersey sponsor Deutsche Telekom, car sponsor Audi, and even cooperated with world-renowned luxury manufacturer Armani in 2014. In China, Guangzhou Evergrande Taobao Football Club has a long-term cooperation with Nike. On March 18, 2016, FIFA signed a strategic cooperation agreement with Wanda group, making Wanda the first 2018 FIFA top benefactor in China. The agreement is valid for 15 years until 2030, which means Wanda will participate in the next four world cups. Chinese companies like VIVO, Wanda, Mengniu, Hisense, Yadi and other "Chinese delegations" have embodied this World Cup and created a new high in sponsorship accounted for more than 34 percent of the total 15.4 billion yuan of sponsorship for the 2018 World Cup in Russia. Chinese companies will spend 835 million dollars on advertising during the cup, ranking first in the world. VIVO, Wanda, Mengniu, Hisense, Yadi and other "Chinese delegations" have embodied this World Cup and created a new high in sponsorship. According to statistics, the sponsorship income of the World Cup during the World Cup is as high as 2 billion US dollars. At the same time, the live broadcast and broadcast of football matches have gradually developed. In 2015, the market competition mechanism for TV broadcasting rights in China's football matches was formed. Olympic Sports (Beijing) Sports Broadcasting Co., Ltd. bought the rights to broadcast the Chinese Super League for 5 years at a price of 8 billion yuan. The promotion of football matches has also spawned the birth of a series of football live broadcast platforms, such as PP sports, live broadcasts and so on.

2.5 The development of the football industry promotes the improvement of infrastructure construction

China has a large population but sports facilities are not perfect. Many primary and secondary schools do not have sports fields or football fields. They must vigorously develop the football industry and need to be equipped with appropriate facilities and good sports venues. The construction of these football facilities has filled the gaps in regional infrastructure, met the needs of football and development, and promoted the development of the sports construction industry. According to the statistics of the Russian World Cup Organizing Committee, the Russian Federation, local finance and private enterprises invested 168 million rubles in the infrastructure construction related to the event during the World Cup, and invested 49 billion rubles in airport repair and construction. The construction of these infrastructures not only satisfies the passenger flow demand during the World Cup, but also provides unlimited convenience for the daily life of the residents. Beginning in 2015, the construction of football stadiums across China has accelerated, meeting the needs of people's daily sports.

2.6 The development of the football industry enrich urban culture

Xi'an is not only a historical and cultural city, but also a city of football. On April 26, 2018, the followers of the 45,000 "Northwest Wolf" gathered in the Football Association Cup and played the "DongDong, DongDongDong, DongDongDongDong, Zei! " drums to cheer for the League Two team. Head coach of Shanghai SIPG Football Club Pereira said, "I have never seen a low-level team in other national leagues that can have such a stadium, attracting so many fans to come here. I feel like I am participating in a Chinese Super League today." Player of Shanghai SIPG Football Club Zhang Linyi also said: In various competitions, I can feel that Xi'an fans are more enthusiastic! This is the cultural heritage of a city. This is the strength of this football hotspot in Xi'an. In 2018, the Dortmund club set up a booth at the Soccerex Global Football Industry Summit. In 2016 and 2017, Dortmund came to China for two consecutive years. Last year, the Dortmund Club opened its first Chinese office in Shanghai, China. After establishing an office in China, it cooperated with China to share bicycle brands. During the summit, Dortmund Club also announced cooperation with DAKA

to sell Dortmund official star cards in Greater China. "Dortmund Club hopes to take this opportunity to explore Chinese users and promote Dortmund's cultural construction in China," said Benjamin Val, president of Dortmund Club Greater China.

2.7 The development of the football industry can stimulate the development of tourism

Holding large football matches will attract a large number of tourists and increase tourism revenue. Before the World Cup in 2018, Russia had more than \$15 billion in economic benefits from the World Cup. About 14% of it came directly from tourists who went to Russia during the World Cup, mainly for hotel consumption, food consumption and souvenir purchases. Some media have estimated that these effects will continue in the five years after the game is over, and will continue to bring lucrative economic benefits to Russia, estimated at \$2.4 billion to \$3.2 billion annually. The income during the World Cup will help Russia further improve and enhance the tourism industry in the future, and will drive the development of related industries, such as the catering industry and the hotel industry, to benefit SMEs, increase employment and tax revenue. The World Cup football match has driven the tourist craze to Russia. Since 2017, hotel orders and air tickets have been on the rise in cities hosting the World Cup in Russia. Hotels in St Petersburg and Moscow, where the semi-finals and finals take place, are the most heavily booked, with many booked up. Russia's federal tourism agency said 1.5 million foreign tourists will visit Russia during the World Cup, which could bring in 140 billion rubles, boosting retail sales in June and July by one to two percent.

3. Development strategy of football industry

3.1 Strengthen the management of the Football Association

The Chinese football association is a country that supports football in China, so it is necessary to improve its construction. The concrete measures should be to set up a target, through a series of reform measures to change the current inadequacy and the lack of institutions. In addition, we need to develop an effective strategy for the development of football. It also needs to guide the football club correctly to make it sound and effective.

3.2 Increase the reserve of football talents, vigorously develop campus football and youth football cause

The development of a country cannot be achieved without the participation of talents, and the progress in football should follow the same principle. We need to develop the potential of teenagers and arouse students' interest in sports in order to tap the potential of more people and cultivate more talents. Improve the overall level of football in our country. In universities or other institutions of higher learning can open football interest classes and other football organizations. Through people's love of football, to make their football level to a higher level. Not only that, colleges and universities should also improve the football equipment, build better venues, have specialized personnel to provide guidance, football training, education, safety and so on should be guaranteed. If we want to improve the level of football in our society, we can organize football clubs in different cities or counties and districts. Inject fresh blood into our football cause and train more professional talents. Development always depends on the young generation, through this means to move our football economy. So that Chinese football to the peak.

3.3 Increase the publicity of football and improve the penetration of football

It is necessary to improve public awareness of football. This means more people will know about football and join in football. When people who love football are more and more, the relevant industries of football will grow slowly. For the publicity of football, the first step can be introduced from the birth and development of football. Let people have a preliminary understanding of football, eliminate the misunderstanding of football, and have a more correct impression of football. At the same time, we will increase the publicity of the football culture, and let more and more people love

football more, and it is the more rational face football of people and related industries. In the second step, the western football culture is perfect, so we can learn from some experience. Learn western football skills. With domestic football talents, the promotion of football in society, thus makes the football economy continuously improve.

3.4 Further regulate the operation of the event

To fully absorb the experience of foreign advanced leagues, and fully excavate the club's own operating potential, excavate from the competition day, the broadcasting rights, the sponsors, etc. The current mode of the investment maintenance of the large majority of my club is attracted to the development of a healthy circle in the football industry, especially the broadcasting rights. We also need to actively introduce social capital forces and realize the economic effect of the football industry.

4. Conclusion

From what has been discussed above, with the spread of football, football economic has become an important part of the national economy. By driving the development of football economy, China's overall economic level can be promoted. In order to improve the development of market economy, China should encourage and develop football industry, increase investment in football industry and improve the management of football.

In contrast, the education department and the sports bureau of Shanxi Province hold regular campus football matches every year. The shanxi provincial football association has established the Shanxi Football Association Cup, the Shanxi Provincial Football Association Super League and the First League, but most of the participating teams are amateur teams. Shanxi xindu football club, as one of the few professional teams, will return to the championship after finishing all the preliminary matches. In addition, the number of "football bars" in the whole province is very few, which is difficult to meet the consumer demand of a large number of fans. Football industry has not really promoted the economic development of our province as the pillar of sports industry. At present, shanxi should attach great importance to the development of sports industry, especially football industry, to promote economic development with football industry, and to promote football industry with economic development, so as to achieve a win-win situation between economic development and sports development.

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