

Research on supply-side Structure Optimization of Fitness and leisure industry in Shaanxi Province

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Abstract: At present, with the development of economy and society, especially under the background of people pursuing the promotion of spiritual life, the body-building and leisure industry in Shaanxi Province has developed vigorously. This paper analyzes and studies the optimization of the supply-side structure of fitness and leisure industry, expounds its problems and substantive contents, and gives some optimization measures in combination with the current industrial development situation. The paper mainly discusses and analyzes from the aspects of strengthening the industry standard supply, constructing the framework model of fitness and leisure, improving the comprehensive quality of employees, infrastructure planning and construction, and strengthening the market attraction.

1. Introduction

The optimization of supply-side structure of fitness and leisure industry is very important to the development of local economy and the innovation of industrial upgrading and transformation in Shaanxi Province. Therefore, this paper clearly expounds its necessity, methodology and core, laying a solid foundation for further development of related work through the analysis and research on the optimization of the supply-side structure of fitness and leisure industry.

2. Overview of Fitness and Leisure Industry

With the rapid development of China's market economy, people's living standards have gradually improved. People pay more and more attention to fitness and leisure, fitness and leisure industry has emerged. Fitness and leisure industry is not a single one-sided simple structure, but a scientific and reasonable system industry layout. From the point of view of industry attribute, fitness and leisure industry belongs to sunrise industry. From the angle of overall development, it plays a very important role in promoting local economic construction. Fitness leisure industry has the following characteristics: First, fitness leisure industry has a certain scale. This scale depends on the organizational structure of fitness and leisure industry itself. Fitness and leisure industries are generally private institutions, few of which are controlled by the state. Therefore, the fitness and leisure industry has certain frame and structure in scale. Second, the fitness and leisure industry has diversity. Through on-the-spot investigation and visit, it is found that most of the fitness and leisure industry in China is a compound industry, which involves many sub-industries, such as fitness club,

tourism and vacation, health care, entertainment and so on. Therefore, the diversification of fitness and leisure industry is also one of its main characteristics. Third, the fitness leisure industry has certain uniqueness. That is the so-called "unique", unique fitness leisure industry is one of the main features, the "unique" is to attract customers, occupy the market a favorable guarantee. Therefore, from the industrial characteristics and attributes, fitness leisure industry has a certain degree of development and prospects. At this stage, China's fitness and leisure industry and related projects have a good identity and support, mainly because of the adjustment of China's light and heavy industries as an important driving force of industrial adjustment and transformation, health leisure industry plays an important role in promoting the transformation and upgrading of regional industries. Therefore, the fitness leisure industry from the overall supply-side structure, its optimization role, scientific layout is crucial. The supply-side structural reform of fitness and leisure industry mainly focuses on the optimization of economic structure. Through the collection and analysis of relevant data, we can see that the excessive impact of market demand cannot solve the problems such as weak expansion and reasonable diversion of fitness and leisure industry. This proves that many problems in its development are not on the demand side, but on the supply side. The mismatch between the demand side and the supply side of the fitness leisure industry has affected the overall optimization of the supply side and indirectly hindered the improvement of the capital allocation efficiency of the real economy of the fitness leisure industry.

3. Structural problems on the supply side of Shaanxi fitness and leisure industry at the present stage

3.1. Industry lacks standardization

At present, there is a serious lack of standardization in the fitness and leisure industry in Shaanxi Province. The fitness and leisure industry belongs to the sunrise industry and enlightenment industry in Shaanxi Province, and it still adopts traditional process management in its related enterprises and companies this kind of process management is often incompatible with modern enterprise management system, which will inevitably lead to structural problems in the supply side of fitness leisure industry. At present, the supply-side structural problems of the fitness and leisure industry have not aroused much attention in Shaanxi Province, and there is a lack of intervening control over the construction of the leisure industry in the design of regulations and provisions. Moreover, it cannot combine the method and trend of industry adjustment and innovation upgrade to carry out fine management of fitness leisure industry, which affects the orderly and normative development of fitness leisure industry. Therefore, at present, the lack of standardization of fitness and leisure industry in Shaanxi Province is the most important problem that we must strive to solve. The lack of standardization directly leads to such problems as frequent accidents, frequent service problems, frequent fund problems and so on. In the long run, these on the overall development of the industry and improve the structure plays a very negative role.

3.2. The immature industry itself

At this stage, although the fitness and leisure industry in Shaanxi Province is in a high-speed development situation, but the overall industrial structure is not yet mature. The entire industry is in a rough state of development and lacks systematic and long-term strategic planning. The causes of the supply-side structural problems of some fitness and leisure industries in Shaanxi Province are complex, but the immaturity of the industries themselves is an important aspect that cannot be ignored. In order to obtain economic benefits in a short period of time, some fitness clubs in Shaanxi Province often adopt the method of member recruitment and regard the expansion of

members as a commodity transaction. Instead of focusing on the gym environment, professional services, industrial upgrading and so on, resulting in a large number of fitness clubs such as "flash in the PAN", only a short operating life, not long-term sustainable development. Therefore, the lack of mature industrial development model is one of the problems that Shaanxi Province needs to pay attention to. Industry itself is not mature is also reflected in the development of too fast, imperfect resource support, the lack of related funds and other aspects.

3.3. The poor comprehensive quality of employees

In Shaanxi Province, it is an indisputable fact that the comprehensive quality of people engaged in fitness and leisure industry is relatively low. This has caused the body-building leisure industry the artificial question to be prominent. In theory, the fitness and leisure industry requires high comprehensive quality of employees, generally need to have professional qualifications, but the current situation is not optimistic. Many people in the fitness and leisure industry do not have a clear understanding of this industry. Many people in the fitness and leisure industry do not have a clear understanding of this industry. Many people think that the fitness and leisure industry is nothing more than "taking exercises and providing services". They don't know much about fitness professional knowledge and often can't provide more effective guiding services to customers in actual work. If this continues, the fitness and leisure industry is bound to gradually decline. The low comprehensive quality of the industry staff also reflects in the industry service awareness, the overall working capacity is limited, unable to meet market customer needs and so on.

4. Countermeasures for Optimizing Supply-side Structure of Fitness and Leisure Industry

4.1. Strengthening the Normative Supply of Industry

It is a scientific, systematic and progressive process to adjust the supply-side structure of fitness and leisure industry, in which the state plays a leading and normative role. From the perspective of National economic and social demand, normative supply guarantee is the most favorable policy support for fitness and leisure industry. First, the relevant government agencies should effectively regulate the fitness and leisure industry and related industries from the perspective of industrial optimization and adjustment and resource allocation, instead of blindly developing them blindly. And they must emphasize the fitness leisure industry service, professionalism and security, rather than pay too much attention to its profitability. Second, the relevant government departments should strengthen the management and control of the private fitness and leisure industry. And they should step up the supervision and management of the construction of fitness and leisure places and the environment through timely intervention from the aspects of policies, funds and technologies to ensure the safety and security of its environment and surrounding factors plays a guiding role in overall optimization from the root.

4.2. Constructing the Framework of "Fitness and Leisure+" Mode

At the present stage, with the development of global economic integration gradually formed, the embryonic form of the global village appears increasingly. Therefore, we should strengthen the diversification and information supply of fitness leisure industry, fully mobilize the use of resources and effective allocation of "fitness leisure + ", and present the diversified development model of fitness leisure industry. For example: fitness clubs can provide physical health, Chinese medicine services and other items. They can also be in fitness clubs to promote health products, including: health products, health products. The fitness and leisure industry will be upgraded, adjusted and

informationalized to ensure the long-term development and innovative layout of the fitness and leisure industry. At the same time, the related industries should be driven by network and intelligence to lay a solid foundation for future development.

4.3. Improving the comprehensive quality of employees

“Personnel” is the important foundation and core of the supply-side structure of fitness and leisure industry. Without the guarantee of "personnel", it is impossible to adjust the industry and upgrade the system. First of all, we should strengthen the professional promotion of the employees in the fitness and leisure industry, and get rid of the misconception that fitness and leisure are not only to enhance physical fitness but also recreational activities. In terms of personnel professional training, we should emphasize its timeliness and effectiveness, organize employees to carry out professional training and learning, regularly and regularly assess their employees, and effectively regulate their professional and organizational abilities through issuing qualification certificates and other forms. Secondly, to strengthen the service consciousness of employees, although fitness and leisure industry is a for-profit service industry, but the service should be greater than the profitability. Therefore, we should strengthen the service consciousness of the practitioners, enhance the service mode and service concept, earnestly implement the relevant service regulations and requirements, and gradually achieve a standardized service mode For Fitness Leisure Industry supply-side structure to improve lay a good foundation for human resources.

4.4. Improving infrastructure and strengthening market attraction

Although the development of Shaanxi Province fitness leisure industry is good, but the industry is still high-end nature, not ordinary people's rigid demand industry. How to adjust the supply-side structure and make the industrial pattern popular and market-oriented is the primary problem that the industry has to think about and face in the future development. Therefore, from the supply-side structure to improve the point of view, to promote its basic, market-oriented is particularly important. First, we should guide the fitness and leisure industry reasonably, promote its commonweal, basic and affinity to the people, and combine the spirit of "the construction of the whole people and the development of Sports", adopt the means of industrial transfer and industrial enrichment. Government departments can give targeted financial support, so that the fitness and leisure industry and community fitness and health care projects combined to give full play to its public welfare. Second, the attractiveness of the market should be enhanced. Shaanxi Province fitness leisure market has a good prospect and development potential. As people pay more and more attention to their own health, we should take "excavating the market and supplying the market" as the core foundation in perfecting the supply-side structure, and combine the commonweal and marketization of the fitness and leisure industry closely Through the professional, brand fitness and leisure industry to build, so that the market share increased significantly.

5. Conclusion

To sum up, although the fitness and leisure industry in Shaanxi Province has achieved very good actual effect in the development process, on the whole, no matter in the industrial layout or in the industrial planning, industry Guidance and other aspects of the existence of this and that kind of problem. The existence of these problems will certainly affect the healthy, healthy and orderly development of Shaanxi Province Fitness and leisure industry. Therefore, how to solve the problems in the industrial structure, strengthen the impetus of the supply-side structure to the industrial development, and really optimize and upgrade the industry, Innovation and Development is the

frontier that we need to face and solve seriously in the new period core issues.

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