

# Research on Innovation Construction and Development of Sichuan Leisure and Fitness Enterprises under the "Healthy China Strategy"

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**Keywords:** Healthy China Strategy; Sports Leisure Fitness Enterprise; Development Research.

**Abstract:** In the context of the “Healthy China Strategy”, “leisure” has become an important element of people's daily life, and various healthy leisure sports are gradually entering the lives of the broad masses of the people. This paper mainly expounds the content of "Healthy China Strategy" and the connotation and structure of the leisure fitness industry. It uses the methods of literature, questionnaires, inductive deduction and logic analysis to develop the current sports fitness and leisure industry in China. There are problems to explore and analyze. Finally, aiming at the problems existing in the development of China's sports fitness and leisure industry, taking the leisure and fitness enterprises in Sichuan Province as an example, the paper proposes to implement the collaborative innovation strategy of fitness and leisure industry clusters, implement the PPP mode of fitness and leisure industry development, and strengthen the construction of outstanding talents in the fitness and leisure industry. Promote the in-depth integration and development of fitness and leisure and other industries to promote the development of China's fitness and leisure industry.

## 1. Introduction

With the development of the economy and the increasing demand for sports and fitness, the fitness and leisure industry are now more and more closely related to the national fitness, the health of the whole people, the consumption and entertainment, the health and the old age. The fitness and leisure activities have been for the modern society [1]. It has become an important means to enhance physical fitness, promote harmonious development of body and mind, improve health awareness, promote sports consumption, and promote economic and social development. The connotation of "Healthy China Strategy" is actually an overall improvement of people's health quality, covering four aspects of healthy society, healthy environment, healthy people, providing healthy lifestyle and life behavior [2]. Sports is a healthy green industry. The development of sports is based on human health as the goal. It not only strengthens the body, tempers the will, but also provides a healthy lifestyle. The "Healthy China Strategy" not only provides people with a wealth of fitness facilities and specialized social sports instructors, but also creates a variety of fitness and leisure entertainment circles, fitness and leisure corridors, fitness and recreation belts, etc., to provide people with comfort [3]. A safe fitness environment has become the first choice for people to participate in sports consumption. Taking the innovative research of leisure and fitness enterprises in Sichuan Province as an example, this paper systematically analyzes the feasibility development of sports leisure and fitness enterprises in Sichuan under the background of “Healthy China strategy”, which also provides research on the development of fitness and leisure industry in China. A certain reference has been promoted to promote the sustainable and healthy development of the sports, leisure and fitness industry.

## 2. Overview of “Healthy China Strategy” and Sports Fitness and Leisure Enterprises

### 2.1 The Proposal and Connotation of "Healthy China Strategy"

In February 2015, at the Third Session of the 12th National People's Congress, Premier Li Keqiang first proposed the concept of “Healthy China” in the government work report. On October

29, 2015, the Fifth Plenary Session of the 18th CPC Central Committee put forward the new goal of “promoting healthy China construction” and building a healthy China into a national strategy. On the basis of the “Healthy China 2020” strategy, the Central Committee of the Communist Party of China and the State Council issued the “Healthy China 2030 Plan” in October 2016 to further promote the building of a healthy China, improve the health of the people, and realize the prosperity of the country and the greatness of the Chinese nation. Renaissance is of great significance.

The "Healthy China strategy" is to rationalize China's health, specifically to raise its connotation, significance and target content to the theoretical level, and at the same time treat it as a national system and policy [4]. The "Healthy China Strategy" is a national strategy aimed at comprehensively improving the physical quality of the whole people. The determination of the concept of "healthy China strategy" is an extension of the scientific development concept in the health of the whole people [5]. Under the guidance of the general concept of scientific development, the goal of the "Healthy China Strategy" is to improve the physical quality of the people in an all-round way, to create a healthy and fair, in order to achieve a harmonious development of the existing economic system and the national physical quality of our country, and to form a healthy harmony society[6]. The Healthy China Strategy has raised healthy China to a strategic level and is an ambitious goal for the country to pursue the health of all.

## **2.2 Sports Fitness and Leisure Enterprise Connotation**

Sports fitness and leisure is an industry of the national economy and has entered the market. Therefore, the sports fitness and leisure industry are an industrial field that integrates services from various social sectors. The goal is to continuously satisfy people's sports culture service industry, including sports products and services [7]. And these products and services are related to the entire business. As a new industry, the sports fitness and leisure industry has gradually become an important part of China's sports and related industries, and has become the core of some sports and related industries [8]. The sports fitness and leisure market has become the main market of China's sports service market, and it is in the stage of free competition and development.

## **2.3 Structure of Sports Fitness and Leisure Enterprises**

Sports fitness and leisure enterprise is a comprehensive industry integrating production, manufacturing, sales, facilities and services. It is an industrial cluster and an indispensable part of sports and related industries. According to the function of sports fitness and leisure industry, it can be divided into four categories, the first category is sports and fitness leisure industry, the second category is sports fitness and leisure related industries, the third category is sports fitness and leisure extension industry, and the fourth category is sports fitness and leisure edge industry.

## **2.4 "Healthy China Strategy" and the Link between Sports, Fitness and Leisure Industry**

The goal of the "Healthy China Strategy" is to improve the physical quality of the people in an all-round way, to create a healthy and fair, in order to achieve the harmonious development of China's existing economic system and the national physical quality, and to achieve the national local policy or the super-thematic project[9]. As an emerging industry that is both public and commercial, it is the most dynamic sunrise industry, green industry and health industry (see in Figure 1). In the field of fitness and leisure industry, with the aim of accelerating the development of the fitness and leisure industry, with the aim of improving the national health and happiness index, the structural reform of the supply and leisure of the fitness and leisure industry is the main line, and the development of the fitness and leisure industry is accelerated from the perspective of seeking truth and seeking truth[10]. Innovative ideas. The “Healthy China Strategy” and sports leisure and fitness complement each other. The implementation of the “Healthy China Strategy” can effectively promote the development of sports and leisure fitness enterprises, and provide methods and practical measures for realizing the healthy China strategy.

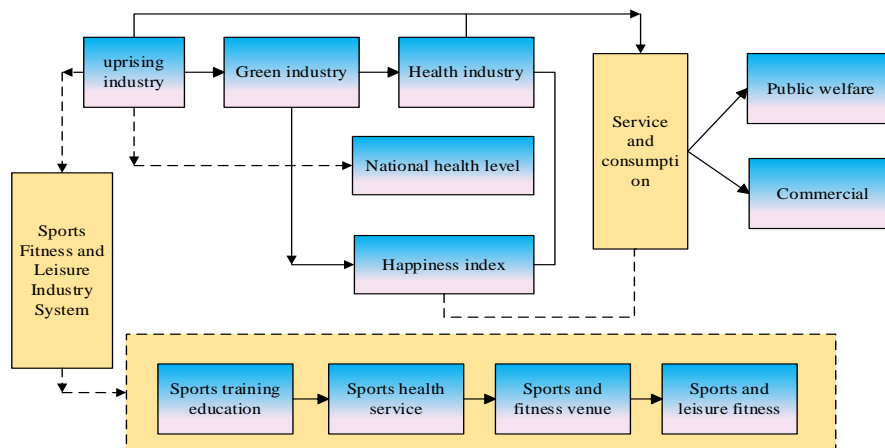


Figure 1. Sports Fitness and Leisure Industry System

### 3. Research and Analysis on the Development Status of Leisure and Fitness Enterprises in Sichuan Province

#### 3.1 Research Object

The development status of sports and leisure enterprises in Sichuan Province. In recent years, China's economic development has maintained a stable development trend of medium and high speed. Per capita income has increased steadily year by year. People pay more and more attention to physical fitness. According to the investigation, fitness and leisure enterprises have become the development of sports enterprises in Sichuan Province. A trend and an important component.

The development of sports leisure and fitness enterprises is one of the inevitable requirements for improving the physical and physical health of Chinese residents. It not only increases employment and increases internal consumption, but also helps to meet the diverse sports needs of the people, guarantee and improve people's livelihood, and make the economy appear. New growth point. The stadium is the material basis and important carrier of the development of the sports industry. Its perfect degree determines the development level of the sports industry. Nowadays, the construction of sports facilities and venues in Sichuan Province has increased rapidly. Compared with 2008, the total number of sports stadiums in Sichuan and the number of stadiums per 10,000 people have nearly doubled. The area of sports stadiums in Sichuan Province and the per capita sports area have increased by about 63%.

#### 3.2 Research Method

##### 3.2.1 Literature Method

This article fully studies the government documents and reports on the "Healthy China Strategy". At the same time, it uses academic journals, books, sports newspapers, and education and sports monographs to extensively access literature on public sports and public tennis. Search for the knowledge network and Wanfang system database, a large number of reading, analysis and thesis related to this research, fully grasp the literature of public sports, and extensively collect and organize the relevant information needed for this research, understand the latest developments of relevant research, and thus Research provides a theoretical basis.

##### 3.2.2 Questionnaire Method

###### (1) Design of the questionnaire

According to the research needs, browse and read a lot of books on the design methods of questionnaires and sports research methods, and finally design the questionnaire. This questionnaire

survey adopts the method of multiple-choice questions, which is a combination of multiple-choice questions and multiple-choice questions.

(2) Distribution and recycling of questionnaires

The survey covers 8 districts including Chengdu Jinniu District, Shuangliu District, Tianfu New District, Wenjiang District, Longquanyi District, Xindu District, Wuhou District and Qingyang District. Each district randomly selects three sports clubs and venues. Three colleges and universities were randomly selected for questionnaires. The club questionnaires were distributed to club managers, coaches and members. The venue questionnaires were distributed to their managers and sports fitness enthusiasts who often set venues. The questionnaires issued by the university are the managers, teachers and students of the physical fitness program. The investigation time is from July 2018 to December 2018. A total of 397 questionnaires were distributed and 397 were recovered with a recovery rate of 100%. There were 376 valid questionnaires with an effective rate of 94.7% (see Table 1 for details). Among them, amateurs are members of the survey clubs and leisure fitness enthusiasts who often go to various sports venues.

Table 1. Recycling of fitness and leisure business questionnaires

Survey group	Number of issues	Recycling quantity	Recovery rate	Effective quantity	Efficient
coach	78	78	100%	73	≈ 94%
Club administrator	78	78	100%	78	100%
Venue administrator	13	13	100%	13	100%
Amateurs	210	210	100%	194	92.4%

(3) Validity test of the questionnaire

In this study, the effectiveness of the questionnaire was determined by means of expert checks. Confirm the validity of the design of the questionnaire by consulting relevant experts. A total of 5 experts were consulted and passed the vote. The results of the consultation were that three experts believed that the questionnaire designed in this study was valid, and two experts believed that the questionnaire designed in this study was very effective. At the same time, some experts gave constructive suggestions for the questionnaire designed in this study. I listened carefully to the opinions and suggestions of the experts, and revised the contents of the questionnaire before the questionnaire survey.

(4) Reliability management of questionnaires

The results of the questionnaires in this study were carefully screened. Any questionnaires found to have plagiarism were considered as invalid questionnaires if the answers to the two questionnaires were basically similar. If the answers to the suspected inaccurate answers were obviously wrong, then the questionnaires were also considered invalid.

**3.2.3 Inductive Deduction and Logic Analysis**

Through the collection of the literature in this paper, the relevant problems in this research are theoretically elaborated. This research is a systematic study of the whole, dynamic and related aspects.

**3.3 Conclusion and Analysis**

As an important part of the sports industry, the sports fitness and leisure industry has provided favorable conditions for promoting the better development of China's sports fitness and leisure industry. The number of sports and fitness clubs and fitness center clubs that can be consumed by residents of all walks of life has been increasing. With the continuous improvement of people's living standards and changes in consumer attitudes, the traditional concept of sports consumption has gradually changed, and the concept of sports fitness and leisure has been further improved. The construction of leisure sports venues provides a good sports environment for residents to participate in sports and leisure sports. However, there are obvious differences in the development of sports, fitness and leisure industries in different regions. The development of sports fitness and leisure activities in the regional division of Sichuan Province is still clearly visible.

#### **4. Innovation of the Development Path of Sichuan Leisure and Fitness Enterprises under the Guidance of "Healthy China Strategy"**

##### **4.1 Implementing the Collaborative Innovation Strategy of Regional Fitness and Leisure Industry Clusters**

In order to accelerate the development of the leisure and fitness industry in Sichuan Province, and promote the full play of the economic, social and ecological values of the leisure and fitness industry, we will make up for the shortcomings in the development of the fitness and leisure industry in promoting the integration of fitness for all and the health of the whole people. From the aspects of investment subject, resource sharing and technological innovation in the development of leisure and fitness industry, the development of a scientific strategy for collaborative innovation and development of regional fitness and leisure industry clusters is the basis and guarantee for promoting the stable development of the fitness and leisure industry in Sichuan Province. The implementation of regional fitness and leisure industry cluster innovation is an extremely complex system engineering, involving the sharing of fitness and leisure industry resources, technological innovation and personnel training, etc., will be affected by the development of fitness and leisure industry, sports culture and other factors. Based on this, the enterprises in the regional fitness and leisure industry cluster innovation in Sichuan Province should take the common interests as the starting point, and take the regional fitness and leisure on the premise of the internal demand of the economic expansion and return benefits of the fitness and leisure industry and the ecological environment demand. Different nodes of the industrial value chain cooperate to innovate and develop new products and technologies, and effectively integrate value innovation, independent innovation and strategy into the process of fitness and leisure industry development, forming their own competitive advantages and unique operation modes, driving the entire regional fitness. The upgrading of the innovation ability of the leisure industry cluster will form a relatively mature regional fitness and leisure industry cluster innovation enterprise and promote the healthy development of the leisure and fitness industry.

##### **4.2 PPP Mode for Promoting the Development of Fitness and Leisure Industry**

In the field of sports industry in China, the fitness and leisure industry has opened a precedent for understanding and operating the sports industry economy from the perspective of the new economic normal. The development of the fitness and leisure industry in Sichuan Province will inject new modern elements into the deep integration of the nationwide fitness and the health of the whole people. It will become an important catalyst for promoting the deep integration of national fitness and national health and promoting the development of the "Healthy China Strategy". In the process of rapid development of the fitness and leisure industry, the shortage of funds is a real problem that hinders the development of the fitness and leisure industry. At present, the implementation of the PPP model is the best way to solve the bottleneck of the development of the fitness and leisure industry in Sichuan Province. In the current situation of the development of the fitness and leisure industry has not been fully explored and fully released, the adoption of the PPP model is the best way to promote development. Taking the innovation of the fitness and leisure industry as the

fundamental means, the PPP model will promote the service of the fitness and leisure industry products, gradually increase the involvement of social capital, further expand the financing channels for the development of the leisure and fitness industry, and accelerate the healthy development of the leisure and fitness industry in Sichuan Province. At present, the PPP model is adopted in communities with social service capabilities and economic basic conditions (see in Figure 2). It is possible to build a comprehensive leisure and fitness industrial park integrating fitness, rehabilitation, medical care, ecological leisure, and cultural education to promote urban and rural community integration. The improvement and improvement of the leisure and fitness industry park in various aspects will accelerate the development of the leisure and fitness industry.

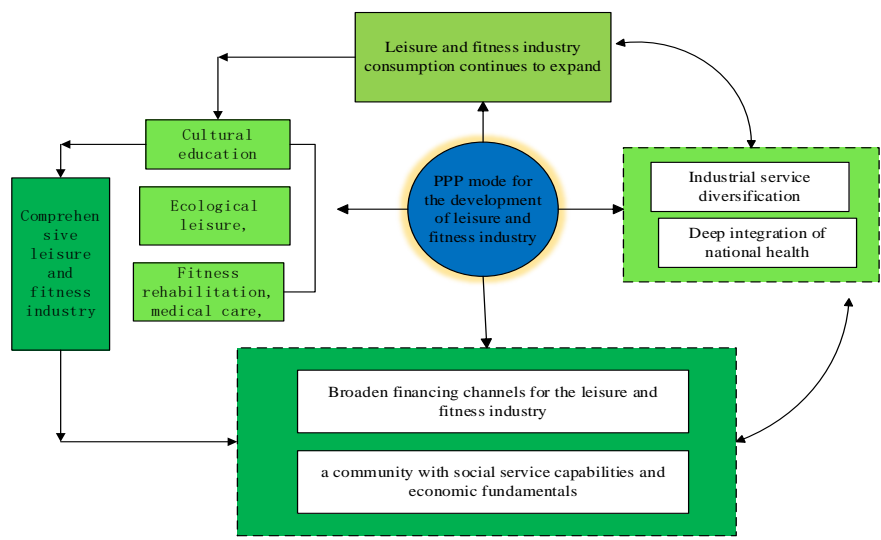


Figure 2. PPP model for the development of the leisure and fitness industry

### 4.3 Strengthening the Construction of Outstanding Talents in the Fitness and Leisure Industry

Talent is the foundation of the development of the fitness and leisure industry. The construction of a high-quality talent team in Sichuan Province is an important guarantee for the development of the fitness and leisure industry. However, the development of leisure and fitness industry in Sichuan Province has also exposed some outstanding problems, such as the relative shortage of outstanding talents in the leisure and fitness industry, the uneven development of outstanding talents in various fitness and leisure industries, and the shortage of outstanding talents in high-level innovative fitness and leisure industry. Lack of innovation in institutional mechanisms and relatively insufficient investment in talent resources development. Therefore, Sichuan Province needs to optimize the educational structure of the leisure and fitness industry, increase the investment in the vocational and technical education of the leisure and fitness industry, establish a diversified talent training model, and transform the training of outstanding talents in the fitness and leisure industry from closed to open. By constructing a long-term mechanism for the joint training of outstanding talents in the leisure and fitness industry, such as universities, scientific research institutions, and enterprises, we will gradually improve the security system for training outstanding talents in the fitness and leisure industry, meet the needs of multi-level talents for the development of the fitness and leisure industry, and accelerate the promotion of fitness and leisure in China. Sustainable development of the industry.

### 4.4 Accelerate the Deep Integration of Fitness and Leisure with Other Industries

As a kind of related industry, Sichuan leisure and fitness enterprises are guided by the importance of the physical and mental health of the people, and promote the physical and mental health of the broad masses of the people. Through the deep integration of the fitness and leisure industry and other industries, the fitness and leisure industry will be realized. The integration and development of other industries has promoted the fitness and leisure industry to become “civil production industry” and “happiness industry”, to effectively enhance the happiness of the broad masses of the people as an

innovative path to promote the increasingly perfect market mechanism of the fitness and leisure industry, and to make the consumption demand of the fitness and leisure industry more vigorous. The environment of fitness and leisure industry is continuously optimized; the structure of fitness and leisure industry is becoming more and more reasonable, the supply of products and services for fitness and leisure industry is more abundant, and the service quality and level of fitness and leisure industry are significantly improved. It can be seen that with the deepening of China's mass entrepreneurship and innovation, the fitness and leisure industry as a platform, through the deep integration of the fitness and leisure industry and other industries, strengthen the supply factor of the fitness and leisure industry, and stimulate the economic growth of the fitness and leisure industry. Creating more flexible and flexible employment opportunities for a large number of laborers is conducive to improving the internationalization level of China's fitness and leisure industry development.

## 5. Conclusion

In summary, especially in the context of the "Healthy China Strategy", the leisure fitness industry is an emerging sports industry with economic, social and ecological benefits. There is a problem of regional imbalance in the development of the fitness and leisure industry in Sichuan Province. At present, especially in areas with good social economy, industrial development, geographical location and ecological environment, the development of leisure and fitness enterprises is becoming more and more perfect. Therefore, according to the regional conditions for the development of the leisure and fitness industry, following the innovative concepts of regional symbiosis, stratification and gradient development, we will create ecological, green and brand-oriented advantages projects, and bring into play the diffusion effect and joint functions of regional fitness and leisure enterprises. Promote the overall stable development of fitness and leisure enterprises. We need to keep up with the "Healthy China" strategy, seize the opportunity of the development of fitness and leisure enterprises, and constantly improve and improve the development model of the fitness and leisure industry. Accelerating the development of leisure and fitness enterprises is not only a requirement to promote the development of national fitness and "healthy China" strategy, but also a demand for promoting the in-depth integration and development of national fitness and national health and enhancing the health of the national health.

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