

Developing Sports Industry, Promoting Sports Consumption and Driving Shaanxi's Economic and Society Development

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Abstract: For the improvement of Shaanxi people's physical literacy and health level, it is an inevitable trend to vigorously develop the sports industry, which can not only meet people's diversified needs for the sports, but also can further expand the internal demand, increase employment and cultivate new economic growth points, thus promoting the national spirit and strengthening the cohesion force of the county. However, in recent years, the development scale of the sports industry in Shaanxi is not large, the vitality is insufficient, and there are still many problems that need to be solved urgently. According to these, this paper makes a detailed analysis on how to develop sports industry, promote sports consumption and drive Shaanxi's economic and society development.

1. Principles to be followed in the development of sports industry

1.1 Stick to innovation

We should speed up the transformation of government functions, streamline administration and delegate power to the lower levels, and avoid the unnecessary micro-management of affairs. At the same time, we should strengthen effective guidance of the plans and policies, make real-time innovations to the service methods, strengthen market supervision and management, and create a good and fair market environment.

1.2 Give play to the role of market

We should strictly abide by the laws of the sports industry development, perfect relevant market mechanisms, cultivate diversified market entity, absorb the active participation of social capital, effectively stimulate the enthusiasm and initiative of the whole society, and provide diversified products and services that can meet the needs of the people.

1.3 Advocate healthy living

We should establish a healthy and civilized lifestyle, promote the migration of health standards, appropriately extend the healthy lifespan, ensure the quality of life, mobilize the people's enthusiasm and interest to participate in sports events, promote the establishment of a healthy

investment and consumption concept, and create a flexible consumption market.

1.4 Create development conditions

We should create a good social atmosphere that people can pay attention, support and participate in sports, transform national fitness into a national strategy. We should regard the sports industry as a green environmental protection industry and intensify the cultivation, we should break through the barriers of the industry policies and form a policy mechanism that conducive to the rapid and stable development of the sports industry.

1.5 Pay attention to the overall coordination

Based on the overall perspective and coordination, we should give full play to the organic interaction between sports industry and the whole industry, promote the comprehensive development of various categories and types of sports industry, and drive the close integration between sports industry and other industries, so as to realize the long-term development of sports industry and the economy and society^[1].

2. The realistic significance of developing sports industry and promoting sports consumption

As a new growth point of social economy, the sports industry has great development potential, wide range of coverage, strong relevance and guidance, has low resource consumption and relatively high added value. First, the development of sports industry includes huge consumption demand and market potential. Second, as an upstream industry with very high correlation, sports industry can achieve mutual penetration and integration with many industries in the national economy, thus showing a more prominent multiplier effect. Nowadays, based on venue operation, sports training, scientific research, media, exhibition, etc., sports industry in developed countries takes fitness, leisure, competition and performance as the core, and assisted by sports articles and real estate, which has tended to mature and formed a huge market scale. However, compared with developed countries, China's sports industry started relatively late and its scale is relatively limited. In recent years, driven by the rapid economic development, the sports industry has ushered in a new development opportunity, broad space and enough momentum, which made the sports industry achieve rapid growth and get far exceeding the national economic growth level in the same period and have a broad development prospect^[2].

3. Challenges Faced by Shaanxi's Sports Industry

3.1 Structure: One high and one low

At the present stage, the structure of Shaanxi's sports industry still has an irrational phenomenon, such as one high and one low, that is, in the value added of the sports industry, the proportion of sports goods manufacturing and sales has reached 70%. However, the sports service industry, represented by the sports competition and performance industry and the sports fitness and leisure industry, has developed relatively slowly and the level is relatively low.

3.2 Correlation: One long and one short

The sports industry has a long industrial chain and a strong industrial correlation. It has become a compound production activity that can drive the organic connection between upstream and downstream industries and the organic interaction between left and right side industries. However, in the sports industry chain of Shaanxi Province, the extension is still insufficient and the spillover

effect is not significant. The driving effect of sports events on the surrounding tourism, exhibition, hotel, catering and other industries is obviously low.

3.3 Supply and demand: One more and one less

Shaanxi is a province with large population in China. The number of sports consumers is relatively high, and the per capita income level is gradually increasing, the demand for the sports industry is becoming more and more vigorous, and the total amount of sports consumption market is too large. However, as far as the supply of sports industry is concerned, the supply of sports facilities for the people is insufficient, the structure of sports material products and the service products is too single with fewer types, which cannot meet the consumers' diversified needs^[3].

4. Measures to develop sports industry, promote sports consumption and drive Shaanxi's economic and social development

4.1 Develop the market entity

4.1.1 Cultivate sports enterprises and social organizations

We should promote the construction of sports enterprises and social organizations, fully stimulate their enthusiasm, and guide them to undertake the functions of sports organization and service. The government supports the further development of market entity by purchasing sports events and public services. Preferential policies should be given to bank loans for sports that can form large-scale industries and have good comprehensive benefits for social capital investment. At the same time, reasonable arrangements should be made for the annual development funds of the sports industry, and diversified forms such as project grants, loan interest subsidies and incentives should be adopted to support the rapid and stable development of the sports industry.

4.1.2 Promote the agglomeration development of sports industry

We should effectively integrate large venues and competition resources in Shaanxi Province, we should build sports industry enterprises and promote the large-scale development of the sports industry. We should actively guide the agglomeration development of industries and create high-end product research and development areas based on the sports manufacturing enterprises. We should also moderately promote the agglomeration development of sports creative industries and encourage the research and development of marketing sports equipment, fitness guidance equipment, functional beverages, health care products, etc.

4.1.3 Implement taxes and financial support policies

The price of water and electricity in service places, such as stadiums and gyms should follow the principle of being lower than the industry standards. We also should supervise and urge financial institutions to promote financial products that meet the financing needs of sports industries such as fitness, competition and stadium services, and encourage the guarantee institutions to provide loan guarantee services for enterprises.

4.2 Optimize the industrial structure

4.2.1 Optimize industrial distribution

In view of the sports industry in Shaanxi province, we should take the priority development strategy, that is, with xi 'an as the core and the medium-sized cities as the side, all regions should

develop jointly. We should give full play to the guiding role of urban radiation and promote the rapid and healthy development of sports industry in Shaanxi province. We also should support Guanzhong, Southern Shaanxi, Northern Shaanxi and other regions to use their own unique natural resources and human resources, so as to achieve the construction and development of characteristic sports industry.

4.2.2 Optimize industrial structure

Based on market demand, we should cultivate and develop the service industries such as fitness, competition and sports training, implement excellent projects in the sports service industry, and create brand competitions and fitness clubs. We should build a strategic alliance for technological innovation in sports industry, create brands in the sports goods manufacturing industry, and promote the technological content of the sports products.

4.2.3 Strive to the potential industry

We should promote football, basketball, martial arts, tennis and other sports, which have much public attention and great room for development, with the aims to promote the rapid development of the sports industry. At the same time, we should formulate long-term development plans for football projects, create teams with outstanding influence and competitiveness, and mobilize consumption potentiality. Based on professional football clubs, we should establish a perfect talent selection and training mechanism to strengthen the organic interaction between the club echelon and the campus league football competition. We should actively carry out campus football activities, construct a perfect level four league football competition system, and build a regional campus league football competition trial in the large and medium-sized cities and football towns of Shaanxi Province. We should also effectively integrate the competitions, build a provincial business league football competition and promote the long-term development of football competitions.

4.3 Stimulate the mechanism innovation

4.3.1 Transform government functions

The government should reduce the micro-transaction management, strengthen planning and policy guidance, innovate service methods, enhance market supervision and management and create a favorable market environment for fair competition. At the same time, the government should strengthen the optimization and innovation of the sports events management system, hold specific events in open competitions, attract social capital through market mechanisms, and organize sports events through financing. Relevant government departments should actively provide preferential policies and services for the competitions and activities, support and guide the further development of sports social organizations. It should also separate the government functions from the enterprise management, separate the management and organization, so as to quickly promote the disjoint between the sports industry association and the sports administrative department, and the social sports organization should be fully responsible for the public services and solutions that suitable for the social sports organization.

4.3.2 Promote the professional sports innovation

We should perfect professional sports policies and measures, and support coaches and athletes to achieve professional development. At the same time, we should expand the degree of social participation in professional sports and urge the development of professional associations.

According to the requirements of the existing enterprise system, we should build a variety of professional sports clubs and fully participate in national professional sports event through the relevant departments of Shaanxi Provincial Sports Bureau and sports industry enterprises to jointly explore the resource integration pilot.

4.3.3 Innovate the venue management and operation mechanism

We should support and guide the social forces to actively participate in venues construction and operation management. we should build specialized operation enterprises and introduce professional operation and management talents according to the existing enterprise system, so as to promote the operation efficiency of the venues. At the same time, we should fully consider the functional requirements of the competition and the integrated application after the competition, we should implement the integration of venue construction and operation management, and bring the comprehensive benefits of stadiums and facilities into full play.

4.4 Develop the fitness and leisure industry

4.4.1 Actively develop the emerging sports programs

Through the advantages of natural resources and human resources in Shaanxi Province, we should develop the diversified types of leisure sports projects, and focus on the development of special leisure and extreme sports. We should also develop high-end sports and leisure projects based on the construction of leisure sports bases.

4.4.2 Conduct vigorous propaganda and guide the proper consumption

The sports management department of Shaanxi Province should open special columns through new media such as WeChat and Microblog, and vigorously popularize fitness knowledge, publicize fitness effects, and recommend fitness places and consumption information. It should also carry out fitness consumption publicity and positive guidance through the competition brand.

4.4.3 Actively develop the wisdom sports

We should promote the organic combination of sports and information technology, so as to realize the innovation and optimization of sports technology products. We should also promote the construction of the network information service platform that containing all relevant information such as fitness and leisure, venues, competitions, etc., and stimulate people's sports consumption through various platforms such as APP^[4-5].

5. Conclusion

To sum up, the current sports industry has a broad prospect and a long way to go. It requires keep a foothold on the overall situation, firmly grasp the sports industry, carry out work around the industrial center, and fully exploit the comprehensive function and economic value of sports, so that the sports industry can help the economic and social development on the basis of improving people's physical quality. In this regard, we should not only actively cultivate the market entity and optimize industrial structure, but also should stimulate mechanism innovation and develop fitness and leisure industry, thus stimulating sports consumption demand and promoting Shaanxi province to realize the long-term social and economic development.

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