

# Research on the Optimization Path of Supply side Structural Reform of Fitness and Leisure Industry under the Background of National Fitness

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**Abstract:** in the Context of Consumption Upgrading, the Quality of National Life is Gradually Improving, and the Requirements for Fitness and Leisure Are Constantly Improving. However, in the Process of the Development of the New Era, the Leisure and Fitness Industry in China Has Serious Problems Such as Lack of Innovation, Invalid Supply and Backward Structure. from the Perspective of Industrial Structure Innovation, We Need to Provide Sufficient Power for the Supply side Structural Reform of China's Fitness and Leisure Industry, So as to Improve the Supply of Commodities and Lay the Foundation for the Development of Fitness Industry. Based on the Theory of Supply side Structure, This Paper Analyzes the Dilemma of Supply side Structure of Fitness Industry, and Puts Forward the Corresponding Countermeasures.

## 1. Introduction

Under the Situation That China's Social and Economic Development is Facing Downward Pressure Such as Insufficient Supply and Overcapacity, Only from the Perspective of Reforming the Supply side Structure, Striving to Expand the Total Demand and Improve the Efficiency and Quality of the Commodity Supply Mechanism, Can the Fitness and Leisure Industry Open Up a New Market Dimension and Achieve a Healthy and Long-Term Development of the Industry in the Market Competition in the New Era; Reform the Supply side Structure Construction is an Effective Response to the Limitation of Traditional Market Economy Relying on Export, Consumption, Investment and Other Modes, and a Sign of Emphasizing the Shift of Government Regulation Focus from Demand to Supply[1]. Fitness Industry is an Important Part of China's Sports Industry, Which Has Serious Structural Imbalance. Therefore, with the Help of Modern Management Theory and Relevant Government Policies, We Need to Promote the Implementation of Supply Reform and Strive to Make It a Pillar Industry in China's Industrial Cluster.

## 2. The Theoretical Concept of Supply side Structural Reform

In economic research, the attack side mainly refers to that managers can and are willing to provide a specific number of services or goods in a specific period and price level. The supply side mainly refers to starting from the production and supply side, with the help of the transformation of economic development form and the innovation of economic structure, enhancing the effectiveness and flexibility of industrial supply structure, so as to improve the productivity of specific industries. Although the supply side originates from the theory of supply school, the supply side of China is a structural adjustment with socialist characteristics[2]. Therefore, the key to apply the supply side to the industrial supply structure reform is to fully understand the relevant theories and viewpoints of the supply school, so as to effectively avoid the practical errors of the supply school and grasp the focus of the supply structure reform. At present, there are ideological misunderstandings in the supply side structure and the supply school in China. It is pointed out that the supply side structure in China is a copy of relevant western theories. Therefore, if we can not understand the boundary between supply side structure and supply school, it will lead to the misunderstanding of supply structure theory in China. It can be said that China's supply side structure is greatly different from

the supply side school in terms of policy proposition, regulation means and economic background[3]. The main purpose of the supply side structure reform is to solve the economic contradictions faced by western capitalism. However, the purpose of China's supply structure is to meet the increasing cultural demand of the people and improve the social adaptability of related industries[4]. In terms of reform means, the supply school mainly uses the ways of reducing tax rate and controlling expenditure to carry out reform. China, on the other hand, promotes the reform of supply structure by adjusting the relevant industrial structure, deleveraging, regional production capacity, destocking, making up for shortcomings and reducing costs. Therefore, although the supply side structure of our country originates from the Western supply school, it is the theoretical result of the integration of China's social market economy and Marx's political economy.

### 3. Supply side Structure of China's Fitness Industry

#### 3.1 Low Innovation and Insufficient Supply Capacity

Although the growth rate of China's social market economy slows down and enters a new stage of economic development, the economic growth rate still maintains a medium high growth rate. In this context, although China's fitness industry can rapidly occupy the market with the help of “comparative advantage”, the proportion of relevant market has declined[5]. However, it is difficult to achieve effective market results by means of “population dividend” to develop resource intensive and labor-intensive advantages. Therefore, the oversupply of fitness industry and the homogenization of middle and low-end commodities not only restrict the sustainable development of the industry, but also make it difficult to form an industrial chain and meet the needs of social development. At present, the problem of homogeneity and vicious competition of fitness industry goods in China is becoming more and more serious[6]. Especially in the fitness and leisure service industry, although it can make use of innovative goods and services in the early stage to obtain sufficient market share, but in the later stage of development, fitness enterprises are increasingly imitating each other and learning from each other, which makes it difficult to conduct market investigation according to the actual needs of the society, As a result, it draws on the same or similar goods or services in the same industry. It makes it difficult for consumers to get effective protection. In terms of management experience, the lack of innovative business model, service concept and management methods in the fitness and leisure industry results in the low quality of commodity supply, invalid supply and the dislocation of supply and demand. In terms of business scope, China's fitness industry mainly focuses on badminton, table tennis, running and other projects. However, the market rate of limit, mountain, ice and snow and other sports is limited, and the development capacity is low, which can not meet the diversified needs of the people.

Table 1 Output Value Of Sports Industry in Recent Five Years

Particular year	Output value (100 million yuan)	Year on year growth (%)
2012	1.57	17.3
2013	1.94	23.5
2014	1.97	1.5
2015	2.42	22.8
2016	3.492	44.2

#### 3.2 Administrative System Constraints and Limited Policy Pertinence

At present, the management mechanism of fitness in China is still in the stage of one-way management to social integration. It brings “administrative system restriction” to the fitness industry of our country, and the admittance system of the fitness market conflicts with the administrative restriction, so as to fall into the dilemma of market failure and government failure, resulting in the phenomenon of invalid supply of the fitness industry in our country. Although sports organizations, as the main participants in the sports market, have a strong nature of social subject, the constructors of sports organizations are usually the relevant government departments in China. With the help of administrative mechanism, they are promoted to be the administrative

departments dominated by the relevant government departments[7]. Therefore, the structural attribute of sports organization restricts its market-oriented function. It highlights the imperfection of sports market system and the disadvantages of instrumentalism. Our government departments are the main body of national fitness service management and control, involving the socialized supply of fitness products. However, their different levels of management departments will lack obvious division of related responsibilities, resulting in the phenomenon of sectarianism and responsibility isomorphism. Therefore, there is a serious vacancy in the supply of fitness goods in the relevant departments of the government, resulting in the disconnection between the public demand and the supply target. However, the entry threshold of fitness enterprises is still controlled by the government, which leads to the problem that it is difficult to unify the marketization and administration[8]. At the targeted level of relevant policies. Although our government attaches great importance to the sports fitness industry, there are still some deficiencies in the continuity and pertinence of micro policies. Especially in the support of the industry, some policies and measures are insufficient and targeted. The relevant governance means and evaluation system are not perfect, and lack the supervision and evaluation of the third party organization.

#### **4. The Main Path of Supply side Structural Reform**

##### **4.1 Innovation as the Driving Force of Reform**

The key power of supply reform of fitness industry in China is the innovation of supply goods. Social and economic growth is mainly reflected in four aspects[9]: innovation, capital, land and labor. With the management experience of developed countries, the contribution of capital, land and labor to market economy is usually at the beginning of social and economic development. However, when the industrial development reaches the middle and late stage, it will end the “extensive” production mode, and constantly emphasize the innovation of management and system. With the slow growth of China's social market economy, the current industrial structure is difficult to meet the multi-level and diversified needs of the people. Therefore, we need to take innovation as the main driving force of supply side structural change of fitness industry. The innovation of the supply side structure of the fitness industry in China is based on the modernization of the sports governance mechanism and system. In short, it requires the relevant government departments to play the role of market resource allocation and promote the market-oriented process of the governance capacity and system in China. In the context of development in the new era, sports governance often uses the synergy of society and market to implement the sustainable development of industry. Therefore, the basis of industrial supply construction is to find out the relationship between market and government on the basis of structural innovation. We should make full use of the combination of social governance mechanism and administrative management mode to form a governance system in line with the development law of the new era. However, in view of the homogenization of supply commodities, the fitness industry should be guided by innovative fitness services and improve the service level, so as to solve the problem of insufficient supply capacity of the current fitness industry and maximize the market vitality of the fitness industry.

##### **4.2 Expand the Supply Scope of Commodities**

In the category of economic theory, the diversity and infinity of demand promote the development of social market economy. Although the whole process is difficult to separate from the help of demand side, the more effective element is the benign relationship between demand and supply. For example, the lack of diversification of industrial structure leads to overcapacity. And positioning low-end, it is lack of sufficient market competitiveness. The demand of our country's fitness industry far exceeds the actual demand of the fitness market, reflecting the problem of invalid supply of our country's fitness market from the side. On the current development trend level of the fitness industry, the diversified development of our country's fitness industry can effectively promote the setting of limit, equestrian, economic, water, aviation and other sports items; and guided by social development, Take government governance as the main body, improve the

construction proportion of fitness industry equipment and facilities, and encourage relevant enterprises and colleges to contribute sports venues, so as to promote the development of characteristic fitness facilities and individual projects; in the direction of project development, relevant government departments should fully tap the air, land and water fitness resources, combined with the Internet perspective, multiple sports projects in our society. The implementation of the market will enrich the supply of fitness products, enhance the competitiveness of fitness enterprises, and promote the effective development of national fitness. In addition, the relevant government departments can put the fitness market in the national scope, fully tap the natural resources such as ice and snow, grassland, rivers, wetlands and mountains, so as to improve the space category of the fitness industry commodity supply, so as to develop a high-quality and characteristic leisure and fitness base.

#### **4.3 Establishing the Policy Pillar on the Supply side**

It is the key premise of promoting the healthy development of fitness industry to build an effective environment for fitness industry with the help of stable and lasting policies. The reform of the supply side structure of fitness industry is both an arduous and long-term project. From the demand side to the adjustment of the supply side structure, it shows that our party pays more attention to the sustainability and long-term of the market economy. For the fitness industry, we need to use effective system to promote the long-term development of the industry. At the level of market macro-control, the fitness industry should take the optimization of industrial structure and advanced theory as the core premise, dynamic and sustainable as the key requirements, enhance the depth, breadth and span of the industry, and use the supply and demand relationship of the industry to solve the deep problems existing in the development of the industry in the new era. So as to promote the optimization and adjustment of industrial structure. In addition, at the relevant support policy level. First of all, the relevant governments should build a new industrial subsidy mechanism, integrate the industrial development with the financial structure, and implement the “fitness card” system, so as to improve the national consumption width. Secondly, we should strengthen the subsidy mechanism. We should increase the amount of financial subsidies and promote the competent government departments to purchase fitness services, so as to form a situation of coordinated supply between the society and the government. Finally, land policy. Government departments at all levels should establish leasing policies related to fitness projects in urban planning, and encourage fitness enterprises to meet the land demand of fitness industry in the form of leasing first and then letting, long-term leasing and leasing combination.

#### **5. Conclusion**

In the context of the development of the new era, the structure of China's market economy is undergoing a profound transformation, which brings serious challenges and opportunities to the fitness and leisure industry. Therefore, in order to effectively adapt to the problems of the new era, the fitness industry and relevant government departments should start from the supply side reform level, through improving the innovation of industrial supply products, expanding the categories of supply products, and building a policy pillar, so as to meet the national demand for fitness supply commodities, improve the market share of the industry, and promote the sustainable development of China's social market economy. Exhibition, to provide a new impetus for the development of China's socialist construction.

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