

## Research on the Development Index System and Dynamic Analysis of Sports Characteristic Town under the Background of Sports Industry

Zhu Jinbang<sup>1,a</sup>, Wang Xiaomin<sup>2,\*</sup>, Zhao Shuming<sup>1</sup>

<sup>1</sup>Wuhan Institute of Physical Education, Wuhan, Hubei, 430079, China

<sup>2</sup>Wuhan University of Technology, Wuhan, Hubei, 430070, China

<sup>a</sup> Email: Zhujinbang8@163.com

\*Corresponding Author

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**Abstract:** There Are Similarities in the Development Patterns of Sports Towns At Home and Abroad in Terms of Development Types and Development Laws. the Types of Towns Are Mainly Sports + Tourism, Manufacturing, Events and Other Types. They Are Based on the Town's Characteristic Sports Resources and Sports Industry. through the Introduction of Sports Industry and Commercial Operation, the Town's Economic Development is Driven. But Also in the Development Speed, There is a Certain Gap in the Starting Point, the Domestic Sports Town Presents the Blowout Type Development, the Development Speed is Fast; Most Foreign Towns Have Relatively Rich Cultural Heritage, the Development Speed is Slow, But the Influence is High. However, the Development Types of Sports Health Characteristic Towns in Jiangsu Province Are Relatively Wide. Each Town Has Its Own Characteristics Depending on Its Local Characteristics, and Has Different Development Paths with Each Sports Town in the Country.

### 1. Introduction

China has always put economic construction in the first place, but in 2014, it put forward the “new normal” of economy, which requires the transformation from a fast-growing economy to a medium and high-speed growth. Our government achieves rapid economic growth through demand management. However, from the perspective of demand, we believe that economic growth is mainly driven by three major factors[1]: investment, export and consumption, that is to say, once the economy is in a position of When going down, just stimulate one or two of these three factors; and vice versa. But now the disadvantages of demand management are gradually emerging. In order to effectively solve the negative effects of demand management, it is necessary to adjust the balance between supply side and demand side, and make it clear that the supply side reform should be strengthened while expanding the total demand properly. At present, in sports industry, the demand for sports products and services is far greater than sports supply, resulting in a serious imbalance between sports demand and sports supply[2]. To solve this contradiction, we need to expand sports supply from the supply side. The essence of sports supply side reform is to start from the supply side of sports, under the mediation of market law, constantly optimize the whole industrial structure in two ways of reform and innovation. Sports supply side is an integral part of the whole supply side, which provides a new practical thinking for expanding the supply side.

### 2. Demand Upgrading of Sports Consumption in Sports Industry

According to the data, in the overall indicators of the national economy, the proportion of sports leisure industry is increasing year by year. According to the current development speed, sports industry is expected to become a strong pillar of the national economy[3]. In the No. 46 document issued by the State Council, it was clearly pointed out that although the current sports industrial structure needs to be optimized, it is still necessary to accelerate the promotion of sports consumption, and specific suggestions were put forward[4]. The relevant scholars think that the

sports industry has a huge development prospect. In addition, the country further standardizes the sports market and constantly improves the sports fitness consumption policies of the masses, such as the free sports facilities or opening to the outside world at a lower price, and actively supports and encourages people's sports consumption, which indicates that the sports consumption will present a blowout growth trend in the future[5]. The changing speed of consumption concept has a positive proportion to the quality of life of the residents themselves. The economic development of the whole people has promoted the transformation of consumption concept from solving food and clothing to spiritual consumption[6]. The emerging “sports + tourism” has become a new consumption trend. In some ways, it is a great development opportunity to promote the construction of sports and leisure sports characteristic town. In the way of “sports + tourism”, the two organically combine the professional style of sports events and the single nature of tourism, and the town will always adhere to the people-oriented construction idea to enhance the tourism experience of consumers, on the other hand, through the regional The excavation and cultivation of sports resources, the use of regional unique natural endowment to help the construction of the town, the realization of the deep integration of the internal industries of the sports town, the creation of a complete industrial system and core brand of the town, and the enhancement of the competitiveness of the town in the market.

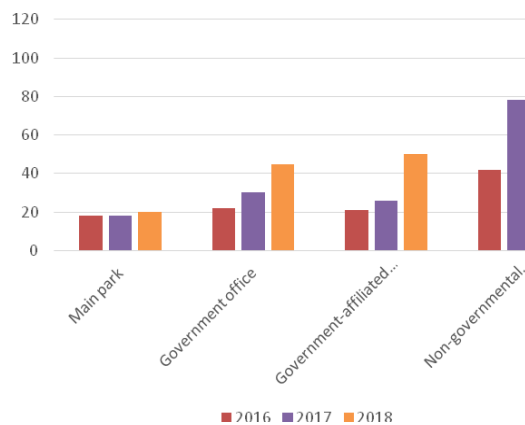


Fig.1 Distribution and Number of Courses

### 3. Popularization of National Fitness Awareness

Physical health is the fundamental guarantee of all activities of the whole people. Its role and influence are not only reflected in the strengthening of physical fitness of the whole people, but also reflects the high national temperament of a country. The national fitness plan was put forward as early as 1995. Up to now, it has been more than 20 years since the state requires that the national fitness plan be upgraded to the national strategy[7]. A series of fitness slogans, such as “walk after meals, live to 99”, “life lies in sports”, “life never stops, and exercise never stops”, are everywhere. Thus, the specific implementation and implementation of “healthy China” project can be seen The awareness of national fitness has been deeply rooted in the hearts of the people[8]. With the development of national economy and the continuous improvement and improvement of infrastructure, people have enough leisure time and strong sports needs, which are the necessary conditions for participating in sports. One of the bases for the construction and development of sports and leisure sports town is to have certain infrastructure and follow-up complete supporting facilities, which can greatly meet the sports needs of the residents in the region. China has a vast territory, different geographical locations and needs in different parts of the country, different construction projects and types of sports and leisure in different regions according to local conditions and circumstances Town, as a whole, greatly solves the outstanding contradiction that the national sports facilities and other resources do not match the growing sports demand of the masses.

#### **4. An Important Hand in Poverty Alleviation**

The country has always adhered to the economic construction as the central purpose in order to achieve the poverty alleviation of the vast region and the people. In the report of the 19th National Congress of the Communist Party of China, it stressed that all forces should be mobilized to achieve and complete the poverty alleviation work, and constantly put forward new ideas and goals[9]. The goal of sports and leisure characteristic town is highly consistent with the goal of economic construction in China. Sports is a potential object to promote economic development, but also has a strong potential advantage. At present, natural resources are the natural advantages of regional development of sports and leisure towns. With the support of external national policies, sports towns with leisure characteristics are required to explore potential resources and carry out precise positioning according to regional conditions, and properly implant industries that can be coordinated with regional development, introduce various production factors, find solutions to poverty as soon as possible, and constantly increase the internal Employment opportunities can also attract social investment for a long time, promote the sale of local agricultural products and specialty products to domestic and foreign markets, and improve the economic income of residents in the region. At the same time, the residents in the area can enhance their physical fitness through physical exercise, which in a way improves the social productivity. Characteristic towns are special in industry, focusing on industrial development, and industrial poverty alleviation is an inevitable choice to solve the overall poverty of the region, jumping out of the strange circle of “more help more poverty”. In recent years, the state has issued a series of documents on poverty alleviation, which are closely linked with the purpose of promoting financial poverty alleviation and industrial poverty alleviation, promoting regional poverty alleviation through town construction, so as to achieve the dual goals of sustainable health of the town and poverty alleviation of the rural poor. The first 37 Characteristic Towns in Zhejiang Province attracted more than 3300 enterprises, with a total investment of 48 billion yuan. Five towns have invested more than 2 billion yuan. Therefore, sports plays a very important role in benefiting the people and in regional poverty alleviation.

#### **5. Conceptual Research**

The upper meaning of sports and leisure characteristic town is “characteristic town”. The premise of exploring sports and leisure characteristic town must be based on the connotation of “characteristic town”. Zhejiang province put forward “characteristic town” in 2015, and made some summaries of it. It is a local distinctive characteristic industry, with a construction scale of no more than 3 square kilometers. It is not an administrative Town, nor an industrial park, but a new innovation platform. Chen Cen, pointed out that the so-called characteristic town, if understood literally, should have its own fixed characteristics, which should be unique and distinctive. The so-called characteristics need to have the following characteristics: excellent geographical location; unique resource advantages; large-scale economy; unique architectural style; unique historical resources; “together”, “small and beautiful”. Zeng Zhimin believes that the characteristic town is not a new administrative unit, but a space platform suitable for living, business and travel based on the local natural advantages, digging into the regional natural resources and selecting an industry as the leading industry. According to the scholar Chen Minyi. In addition, such towns should also have the characteristics of traditional towns, such as tourism, which complement each other, but not a simple development mode of “one plus one equals two”.

#### **6. Thinking of Sports Characteristic Town**

As a development idea of expanding sports supply, building characteristic towns can promote economic transformation and upgrading, encourage local urbanization and achieve the goal of urban-rural integration at a faster speed. It is also a social hot spot in the past two years. There is no direct experience source for the construction of Jingshan tennis Characteristic Towns in Hubei Province. We can only refer to the previous experience of foreign successful cases and the

construction trends of various characteristic towns in China On the basis of relevant research, we have explored the way to survive in line with the local conditions of Jingshan characteristic town, and provided some ideas and development strategies for the construction of Jingshan tennis characteristic town in Hubei Province; on the other hand, Jingshan tennis town is still under construction, and through the purpose of writing this paper, we want to play a certain role in social publicity of the town, and constantly expand Beijing At the same time of the influence of mountain tennis, we should attract more excellent high-level talents to invest in the construction of the town and hope to attract more social capital to alleviate and optimize the capital chain of the town. And provide some reference for the construction of other towns.

## **7. Significance of Sports Characteristic Town**

Through the collection and summary of all aspects of data and documents of characteristic towns, it is found that characteristic towns can be regarded as a new thing in China. The emergence of relevant documents is also accompanied by the intensive introduction of national policies on Characteristic Towns in recent two years. The documents have made in-depth analysis on the planning, design, mode and path of towns, as well as on tourism, culture and environment in terms of characteristic industries Generally speaking, the overall research on characteristic towns is comprehensive and systematic. However, the literature of town construction with the key words of “tennis” or “Sports” is not particularly perfect, most of which are presented in the form of newspapers. The reason may be that all regions are now under construction. Although this study is aimed at the industrial construction of Jingshan tennis characteristic town in Hubei Province, through writing and systematically combing the relevant research on the characteristic town at home and abroad, although the sports characteristic town started relatively late in China, the number of domestic research on me gradually increased from 2016. Therefore, efforts should be made to contribute to the theoretical construction of sports characteristics in China; on the other hand, only a few literature references are about Jingshan, Hubei Province, and are all about the basic situation of tennis development, not from the perspective of Characteristic Towns and the overall pattern. Through the analysis of this research, the theoretical basis of the construction of Beijing Mountain in Hubei Province is enriched.

## **8. Conclusion**

Through the analysis of the construction and development of individual cases of sports health characteristic towns, it is found that each sports town has established its own development mode with the help and guidance of the Provincial Sports Bureau based on its characteristic industries and resources. The overall development of sports health characteristic towns is good, and each small town has developed prominently in its own advantageous sports industry field, and in the two years of construction and development experience summary Great achievements have been made. In the next town construction, more development models will be integrated to diversify the development of sports health characteristic town.

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