



RESEARCH ON THE INNOVATION OF SPORTS LEISURE INDUSTRY MANAGEMENT SYSTEM

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Abstract

The sports and leisure industry is an emerging industry in China. In traditional thinking, the sports and leisure industry is part of the sports industry. However, in the adjustment of industrial structure and the related development of emerging industries and traditional industries, the sports and leisure industry seems to have surpassed the traditional sports industry. For this reason, we must establish and perfect a management system for the sports and leisure industry. Under the general background of legal management, the sports and leisure industry can be optimized in structure during the initial development process, the industrial chain is tight, and the industrial network is perfect and continuing to develop.

Keywords: sports and leisure; industry; management system; industrial structure; industrial association

Introduction

The sports and leisure industry is a branch of the sports industry, so to understand the current status of the sports and leisure industry management system, we must start with the analysis of the sports industry management system. China's sports undertakings were once social welfare undertakings, coupled with the general environment of the planned economic

system, sports-related production and

sales and sports services are all planned by the government and continue to develop and grow under direct contract. At the beginning of the reform and opening up, the sports undertaking was partly transformed to the direction of industrialization development. The industrial activities such as the production and sales of sports products mainly based on the private economy began to take the lead in try-

ing out the sports industrialization development model, accumulated many experiences, and found many problems until Today, there is still a huge gap between the development of China's sports industry and developed countries, and from the perspective of China's own economic structure and industrial structure, the development of the sports industry is far from the ideal level.

Some studies believe that the imperfect management mechanism of China's sports industry results in unreasonable distribution, unsmooth market operation mechanism, insufficient sports regulations, and small-scale development of the sports industry, which are the main factors restricting the development of China's sports industry [1]. In fact, the list of these issues shows two problems. One is that the development of the sports industry is small. This is an indisputable fact. In many developed countries, especially the United States, which has an economic scale similar to ours, the sports industry has become the pillar of the national economy. Industry, and has become an important leader in the development of the tertiary industry, and China's sports industry has not yet entered the path of industrial development in many aspects; second, the management of the sports industry has not stimulated the vitality of the market itself, nor has it been built to adapt to the development of modern economy. In the continuous exploration, the contradictions and conflicts between

various economic components in the development process of the sports industry itself reflect various shortcomings in the industrial management system. Until today, China's sports industry management has not clearly followed an economic guiding ideology.

Some scholars pointed out that there are many problems that need to be resolved in China's sports industry government management system, such as unclear division of power and disputes of interests, absence and misalignment of government functions, unreasonable institutional settings, and unbalanced industrial structure [2]. In fact, the current contradictions and conflicts in China's sports industry management system mainly come from the planned economic components and the market economy. Conflicts and contradictions between the points, the nationwide system of competitive sports makes the industries related to competitive sports under the planned economic management system, while public health sports and leisure sports operate under the market economic management system.

Development Trend Of China's Sports And Leisure Industry

Sports and leisure industry will become the leader of sports industry development. The sports and leisure industry is an important part of the sports industry and a rising industry in China's sports industry. Its development momentum is strong, and it is gradu-

ally entering the track of rapid development. On the one hand, sports and leisure as a new fashion of sports has been deeply rooted in people's hearts and has become a popular lifestyle and entertainment method. In particular, it is a new thing that young and middle-aged people love, and this age group is sports. The main consumption group, which makes the sports and leisure industry have a broad market and unlimited development space. On the other hand, the Nineteenth National Congress of the Communist Party of China put forward the social development goal of building a well-off society in an all-round way, taking the improvement of people's healthy living standards and well-being as the main direction of government efforts in the future, and the sports and leisure industry is undoubtedly an important part of building a well-off society.

During the inspection of the preparations for the 2022 Winter Olympics arena, President Xi Jinping proposed that at least 200 million people should go to the ice and snow sports field and take ice and snow sports as part of their healthy lifestyle. It can be seen that President Xi Jinping's sports thinking has already placed the Olympic Games beyond the scope of competitive sports, and regards it as a part of leisure sports, recreational sports and healthy sports.

It is foreseeable that in the future, under the guidance of the policy level and the general policy of priority de-

velopment of green industries, the sports and leisure industry will become the representative of new industries in the process of industrial restructuring and reconstruction in the new era, and will drive the entire sports industry to the path of modern industrialization.

Typical industries associated with the sports and leisure industry include tourism, sports and fitness, and even major health industries, sports apparel, and sports services. From the perspective of industry association, sports and leisure, an emerging industry, plays an important role in industrial adjustment. It will definitely promote the vigorous development of the entire sports industry and enable the sports industry to enter people's lives more widely.

China's Sports Leisure Industry Management System Innovation Strategy

Strengthen the legal construction of the sports and leisure industry, and strengthen the management concept and system according to law. Xi Jinping's theory of socialism with Chinese characteristics in the new era put forward by the 19th National Congress of the Party further emphasizes the concept of governing the country according to law, and future policies on industrial management must also be governed by law and regulations. As an emerging industry, the sports and leisure industry is intertwined with many traditional industries. Existing laws and regulations obviously cannot meet the needs of the development and

management of emerging industries.

Therefore, it is necessary to systematically and comprehensively construct the relevant legal system and legal system for the management of sports and leisure industry in the new era surroundings. Studies have shown that China's sports industry development mechanism has problems such as unclear government functions, unsound development functions of social organizations, and unobstructed channels for market players to participate in sports industry management [3]. These are obviously the main factors restricting China's sports industry and even the sports and leisure industry. However, solving these problems must rely on the legal system. Establishing and improving the legal system of sports and leisure industry management is the only correct way to improve management. At present, the management of the sports industry, especially the sports and leisure industry, is unclear.

Develop sports and leisure industries in rural areas and establish an integrated urban-rural management model.

The sports and leisure industry is a typical environment-dependent industry. Sports and leisure are recreational sports. Most of the current popular leisure sports are sports that engage in natural landscapes [4]. Returning to nature and getting close to nature is an important purpose of sports and leisure. Therefore, people who love leisure sports must be a group of

people who pursue a beautiful environment and a group of people who like outdoor activities. At present, the excessive development of cities in our country, excessive farming in rural areas and excessive grazing have greatly damaged the urban and rural environment. The construction and management of leisure sports bases, sports and leisure service ratings, training and management, etc., to play a professional guiding role, making rural areas suitable for the development of sports and leisure the first batch of national leisure sports bases, and playing sports and leisure in other regions of the country. The role of industry demonstration will eventually drive other regions to develop local sports and leisure industries according to local conditions.

Although the sports and leisure industry base is suitable for being built in the vast rural areas, the sports and leisure industry center can only be located in the city, because the main population of sports and leisure consumption is in the city, and the sports elite knowledge elite, business elite and related institutions are in the city. Therefore, the development of the sports and leisure industry is bound to radiate from the city to the rural areas, forming a radial industrial network system [5]. In order to adapt to this industrial geographic layout, it is necessary to establish an urban-rural integrated management system and management model in sports and leisure management, to achieve resource allo-

cation between urban and rural areas according to law, and to take into account rural areas in terms of talent policy and resource management and distribution.

Conclusion

As an emerging industry, the sports and leisure industry faces many key choices that affect survival and development in the process of industrial restructuring in China. The market and industrial chain construction of emerging industries is obviously not yet perfect, and industrial vitality needs to be improved. The industrial pattern at the national level The adjustment must adapt to changes in the industrial environment as soon as possible and keep up with the national industrial strategic layout. In the process of traditional sports industry integration and separation, and in the process of association with other related industries, the sports and leisure industry must be based on the national reasonable industrial management system. Relying on can make oneself mature and develop in the construction.

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