The Transformation of the Development Mode and Construction of New Ecosystem of China’s Leisure Sports Industry in the Age of "Internet +"

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Abstract. China is actively promoting the "Internet +" action plan, which will have a profound impact on all walks of life. On the basis of analyzing the development status of China's leisure sports industry, it analyzes the opportunities and challenges brought by "Internet +" to China's leisure sports industry from the perspective of opportunities and innovations, and proposes "Internet +" to promote the transformation of China's leisure sports industry development mode. The path and the construction of a new ecosystem of China's leisure sports industry in the era of "Internet +" will provide a reference for China's leisure sports industry to actively grasp the opportunity of the "Internet +" action plan and seek its own development.

Introduction

At present, the residents' leisure sports consumption will not be strong [1], the leisure sports facilities are insufficient [2], the leisure sports industry lacks professional talents [3]. At the same time, the leisure sports industry lacks brand effect, and the leisure sports industry lacks deep integration with “Internet +”. How to solve these problems has become an in-depth research topic in the academic circle. “Internet + leisure sports industry” is “Internet + traditional leisure sports industry”. This is not a simple addition. Instead, it uses information technology and an Internet platform to integrate the Internet with the traditional leisure sports industry and create new development ecology. In the era of the Internet, this new business model on the road to the Nuggets of the sports industry is constantly emerging. "Internet + sports” has become a new trend in the future of sports development. We should seize this rare opportunity for development and vigorously develop the leisure sports industry to promote the development of China's sports, economy, culture and society. This is also an important topic for the urgent need to study regional economic development. Under the background of "Internet +", research on China's leisure sports industry, establish China's leisure sports industry development theory and method system, build China's characteristic leisure sports industry brand strategy system to promote China's economic development, for China's leisure sports industry development planning or policy formulation Providing theoretical guidance and reference for reference, providing intellectual support for the leisure sports industry to promote the orderly development of regional economy, is also conducive to broaden the application of Internet science in the research of leisure sports industry.

Opportunities and Challenges of China's Leisure Sports Industry in the Age of "Internet +"

“Internet +” Helps China's Leisure Sports Industry to Find Opportunities

"Internet +" helps to discover the needs of Chinese residents for the leisure sports industry and helps to develop the leisure sports industry market. With the trend of people's healthy life and leisure, China's leisure sports industry has ushered in a rapid development process. From the perspective of development trends, as people's pursuit of health becomes more and more intense, the state attaches importance to "Internet + sports”. China's leisure sports industry has encountered great opportunities for development. With the popularization of Internet technology, people's spending
concept of spending money to buy sweat has gradually been established. The leisure sports industry can take advantage of the "Internet +" technology to provide more choices based on a broad understanding of people's demand for leisure sports. Leisure sports services; using the "Internet +" network advantage to collect and update the supply information of leisure sports facilities in the region, under the guiding principle of comparative advantage theory and cost-effective optimization, choose the most suitable venue facilities; "Internet +" achieves multi-collection, multi-dimensional management and simultaneous optimization of multiple states, which greatly saves manpower, material resources and financial resources, and ensures the quality of leisure sports services. Therefore, help the leisure sports industry to open up the market, discover the demand, and grasp its unlimited opportunities.

“Internet +” Helps to Promote the Innovation of China's Leisure Sports Industry Business Model

In the era of "Internet +", in the promotion stage of leisure sports industry projects, with the powerful information function of the Internet, the public's demand for leisure sports can be extensively searched; in the stage of industrial evaluation and decision-making, comprehensively collect relevant data and scientifically evaluate the value and risks of the industry. In addition, scientific decision-making and rapid start-up of the industry; in the industrial implementation stage, project resources can be allocated online within the regional scope to alleviate the lack of leisure resources or idle waste, and reduce the development cost of the leisure sports industry. Under the background of “Internet +” promoting the business model of leisure sports industry, Leqi Football, Gudong, Ali Sports, Yuet Circle and other projects launched smart sports bookings, smart sports tools, interactive sports consumption, sports social entertainment and other projects, showing "Internet + "The innovative direction and development space of leisure sports.

“Internet +” Helps to Promote the Transformation of China's Leisure Sports Industry Transformation Model

At present, China is accelerating the implementation of the strategy of innovation-driven development and vigorously promoting mass entrepreneurship and innovation. China's leisure sports industry should actively respond to the national call, actively seek the direction of transformation and upgrading, strive to carry and serve innovation and entrepreneurship, accelerate the construction of mass innovation space, and form several new entrepreneurship service platforms such as mass innovation and entrepreneurship space that effectively meet the needs of the public and have strong professional service capacity. Utilize the technological advantages of "Internet +" to reconstruct the operation mode of the leisure sports industry, from a single fitness consumption income model to the "race, training, entertainment, experience income + return on investment” model. Specifically, relying on the favorable conditions of national independent innovation demonstration zones, small enterprise entrepreneurial bases, university science parks and universities, the main force of social leaders such as industry leading enterprises, venture capital institutions and social organizations is played, and it is preferred in the provision of leisure sports. And build a low-cost, convenient, all-factor, open-minded space, realize the combination of innovation and entrepreneurship, combine online and offline, incubate and invest, and provide a good working space for the majority of innovative entrepreneurs. At the same time, cyberspace, social space and resource sharing space bring space and opportunities for the transformation and upgrading of the leisure sports industry.

“Internet +” Promotes the Path of the Development of China's Leisure Sports Industry

Building a Leisure Sports Service Platform Based on "Internet +"

Construct a cloud platform for leisure sports and exercise guidance, and implement dynamic management of participants' physical health, leisure sports participation, and amateur exercise. The sensor device with front-end data acquisition transmits the exercise load, physical condition and
motion trajectory to the participants through the server's background algorithm and GPS positioning. Participants can arrange exercise volume based on specific conditions and quantitative data, scientific exercise, avoid sports injuries, and provide exercise prescriptions and precise exercise guidance for those in need. People can also obtain relevant sports knowledge of interest on the platform for self-learning, and can also achieve the game between people and exercise. With the help of "Internet +" technology, a better leisure sports experience and a good and effective leisure sports service mechanism can be formed to attract more people to participate in leisure sports.

Give Full Play to “Internet +” to Open up New Channels for the Increase of Leisure Sports Employees

Under the general trend that the overall economy is increasingly transforming into service, the leisure sports industry in China is improving the productivity through the industrialization of leisure sports. At the same time, it is urgent to enhance the engine power of informationization and further improve the informationization level of the leisure sports industry. "Internet + leisure sports industry" as a new format of leisure services, can rely on the Internet platform as the main carrier function and its close integration with market demand, to promote the "enterprise + practitioners" to "network + practitioners", let Practitioners directly integrate into value-added formats, thereby eliminating many links in the past, and opening up more revenue-generating channels. The role of "Internet +" is to form a spiraling logical relationship between the management of the leisure sports industry practitioners and the Internet in the personalized customization, thus forming a personalized and customized way.

Strive to do a Good Job in the Big Data Application Service of the Leisure Sports Industry

In addition to relying on the Internet platform, the "Internet + Leisure Sports Industry" is also inseparable from the construction of the service system. "Internet + leisure sports industry" has the development foundation of market economy, so it can complement the government-led service system and play different roles in social service. China's leisure sports industry needs to promote "information health payment", integrate the leisure fitness, sports guidance and Tencent enterprise services that consumers need, and establish their own information platform as a point of convergence between online and offline.

Building a Leisure Sports Industry Service Chain

"Internet +" is embedded in all aspects of the leisure sports industry chain. Through the integration of material, capital and information flow of the entire industrial chain, the leisure sports internet ecosystem is gradually formed, and the industrial chain is driven to symbiosis, mutual benefit and win-win. In addition to sports, leisure and fitness, China's leisure sports industry chain should also involve sports goods industry, fitness equipment industry, sports facilities, expansion equipment, amusement facilities, water sports equipment and other related industries. By building corporate brand image and product concept, combined with online And offline activities to effectively promote corporate sales.

Promote the Healthy Development of the “Internet +” Leisure Sports Industry Model

Promote the transformation and upgrading of the traditional leisure sports industry with "Internet +" and develop the leisure and fitness service industry. Encourage the transformation of the traditional leisure sports industry's crowdfunding model, develop an Internet-based personalized customization model, and promote the development, utilization, production and consumption based on the dynamic perception of consumer demand. Promote the establishment of the "Internet +" leisure sports industry park to support the leisure sports industry to use the Internet platform for innovative development. At the same time, establish self-regulatory industry standards and rules to regulate industry development.
"Internet +" to Build a New Leisure Sports System in China

In the "Internet +" era, the structure of leisure sports events will undergo tremendous changes. The body, the main body, the media, and the carrier of the event, namely the competition itself, the athletes, the communicators, and the facilities of the venue, will all undergo profound changes [4]. The event body will be networked, the event body will be mediated, the event media will be interactive, and the event carrier will be intelligent. Meanwhile, the event products will undergo profound changes, the event value chain will be extended, and the online and offline forms of the event will be constantly innovated.

"Internet +" Innovation China's New Technology System for Leisure Sports Industry

Sports technology will bring a wide range of technology and new product development and application. In 2014-2015, more than 3,000 new sports technology patents worldwide were invested and produced. In 2015, 981 sports technology companies worldwide received A or B rounds of financing. In the "Internet +" era, leisure sports industry technology products will continue to innovate. Virtual reality technology enables the leisure sports to get the first perspective, the viewing experience and the training scene to achieve the best; big data technology brings professional analysis and application to the leisure sports project, provides more advanced event services; mobile Internet convergence community It is possible to lock fans for leisure sports events or projects; intelligent venue management system construction, providing integrated services for information aggregation, pricing and reservation of leisure stadium facilities; intelligent wearable devices are widely used, which will change leisure sports products and equipment; "Internet +" enables casual fitness services on call. This series of changes will affect the development model of China's leisure sports industry and realize its innovative development.

"Internet +" Changes the Consumption Structure of China's Leisure Sports Industry

Fans of leisure sports and socialization of consumption will be the online and offline gathering direction of users of "Internet + leisure sports". Under the influence of "Internet +", users watch and experience subdivisions, and watch focuses on football, basketball, tennis, etc. The experience is concentrated on road running, cycling, experiential sports and entertainment. At the same time, the user community is younger and more family-oriented, and the market demand for family sports and leisure and children's sports training is huge, which will form an online and offline economies of scale. The transformation and upgrading of the leisure sports industry's consumption structure means that the consumption level will enter a new stage, consumer demand will expand, consumption will play a more significant role in economic growth, and the sustainability of economic growth will gradually increase. At the same time, changes in the consumption structure will also drive the transformation of leisure sports development and product upgrades [5].

“Internet + Sports” Industrial Policy Creates a New Policy Environment for the Development of China's Leisure Sports Industry

In 2014, the State Council issued the "Several Opinions on Accelerating the Development of Sports Industry to Promote Sports Consumption", proposing that the sports industry should become an important force for economic transformation and upgrading, and support the sports industry as a green industry and a sunrise industry. It also emphasizes the need to reform and the vitality of the market, and strives to achieve the goal of a total sports industry of more than 5 trillion yuan by 2025. So far, 31 provinces and municipalities (autonomous regions) will officially issue the “Implementation Opinions on Accelerating the Development of Sports Industry to Promote Sports Consumption”, and 26 provinces and municipalities have formulated sports industry development plans or incorporated sports industries into local social and economic development plans. Provincial provinces and cities have established provincial sports industry associations or industrial groups. The total goal of the national sports industry totaled 7 trillion yuan. The national and local
government sports industry policies have been introduced intensively, and the national fitness has risen to the national strategy, which has become the policy basis for the development of China's leisure sports industry.

“Internet +” Brings New Business Trends to the Development of China's Leisure Sports Industry

At present, "Internet + sports" has become a new trend. Internet companies such as Alibaba, LeTV and PPTV have all been involved in the "Internet +" sports industry. Many traditional sports companies also cooperate with Internet companies. For example, 361° and Baidu, Li Ning and Xiaomi have all launched strategic cooperation. In addition, sports stars have also joined the "Internet +" sports entrepreneurial tide, for example, the ring prince Chen Yibing entrepreneurship to do fitness APP, football commentary mouth Huang Jianxiang entrepreneurship push football training O2O products. Sports industry M&A funds are constantly emerging and the capital heat of the industry will drive the transformation of business models. Around the Chinese football industry chain, ice and snow sports, sports events and venue operations, sports marketing and other sub-sectors are expected to be born with a market value of 10 billion, or even billions of companies. In the great era of "Internet + Sports", the leisure sports industry will build its own business platform of event IP, event operation management, smart sports booking, smart sports tools, sports social entertainment, mobile sports training, etc., forming a leisure sports experience economy and wisdom. New business trends in the economy and the sharing economy [6].

Summary

China's leisure sports culture resources are very rich, and the development of leisure sports industry has a good resource advantage. With the continuous improvement of the living standards of our residents and the growing awareness of health, the demand for leisure sports in China is also growing. However, the current development of the leisure sports industry lacks in-depth integration with the Internet, without the help of the power of “Internet +”. Promote its development. China's leisure sports industry needs to use the "Internet +" to build a new industrial ecosystem and business model, in order to catch up with the current development of China's sports industry, and is favored by more people, so that its core competitiveness is effectively improved. In order to accelerate the development of the leisure sports industry, China must further analyze the opportunities and challenges faced by the "Internet +" era and propose more specific and operational countermeasures.

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