The Academic Research on the Inter-growth of Leisure Sports Industry and Tourism Industry under the Background of Supply-side Reform

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Abstract. With the development of economy and the improvement of people’s life quality, the leisure sports and tourism under the supply-side reform have become one important lifestyle to human beings in modern society, the inter-growth of leisure sports industry and tourism industry has become one of the most potential industries. This study aims at leading the inter-growth of leisure sports industry and tourism industry to a healthy and sustainable path by analyzing the development theory of the inter-growth of leisure sport industry and tourism industry, and exploring the factors, functions and impacts that affect the inter-growth development of leisure sports industry and tourism industry.

Introduction

In recent years, China has developed into an economic power, however, influenced by internal and external factors like accumulation of risks and adjustment of international economic situation, our national economy came into the “new normal” period, this new period leaded to the obvious structural division of Chinese economy. Therefore, we carry out “supply-side reform”. The supply-side reform not only strengthens the structural changes of needs, but also enhances the development of every industry, sports industry included. With the diversified development of our leisure sports industry, the integration of leisure sports industry and tourism industry has become one important approach to enrich people’s life and promote the national fitness. And it provides the industry diversification and development of supply-side reform with new methods so that the inter-growth of leisure sports industry and tourism industry can develop healthily sustainability.

The Significance of the Inter-growth of Leisure Sports Industry and Tourism Industry under the Supply-side Reform

After the establishment of Health China strategy, the leisure sports industry is beaming with vigor and it has characteristics of wide rage, various forms and rich content. Leisure sports industry, together with the traditional tourism industry, their inter-growth will become one important approach to promote economy development. However at present, our economy development developed into “new normal”. This new stage led to the obvious structural differentiation of our economy. Therefore, carrying out the “supply-side” reform can not only strengthen the structural changes of needs and also promoted the development of every industry including sports industry. Finally, the inter-growth of leisure sports industry and tourism industry under the supply-side reform will own unlimited space for development. And the inter-growth between leisure sports industry and tourism industry refers to the reformation of the generation and output in public policies of the leisure sports industry and tourism industry’s inter-growth, and coordinating with market orientation in the execution. Adjusting and giving full play the decisive role of the two industries in resources control is to offer supply that is consistent with needs according to market orientation. The leisure sports industry and tourism industry’s inter-growth under the supply-side reform is regarded as one demand of enjoying consumption, it accords with modern human beings’ leisure consumption concept, is the dreamed lifestyle pursued by modern people. It can not only
satisfy the material culture demands of modern human being, but spirit culture demands. People’s hope for healthy physique, crave for recreations, and cultivation of one’s taste will all promote the integration of two industries. Leisure sports industry and tourism industry’s inter-growth under the supply-side reform is irreversible trend, it echoes with national policies.

Yet at present, the biggest problem existing in our leisure sports industry and tourism industry’s inter-growth development is its structure. Combining with new macro economy thinking, analyzing the existing problems in supply side of present leisure sports industry and tourism industry structure is pretty significant and valuable to the development of leisure sports industry and tourism industry’s inter-growth under the supply-side reform.

The Development Space of Leisure Sports Industry and Tourism Industry under the Supply-side Reform

Theoretical Basis

Co-optional Theory. The coming of economic globalization makes it hard for every industry to respond to such changes of environment and demands by individual power. If industry neglects the changes of consumers’ demands and emphasizes on life-and-death competition, it will do harm to both sides in the end. In order to win long-termed competition advantages, industry have to combine competition with cooperation between peers when developing, and transfer the responsive demands of competing for the limited consumers to leading demands of creating much more consumers. Leisure sports in one activity of taste cultivation, body fitness and relaxation, it has the common value pursuit with tourism. The co-optional of leisure sports industry and tourism industry can make the participants get close the nature, relieve pressure, feel happy and improve health when doing sports and exercising so as to meet modern people’s demands in sports tourism, sports fitness, sports recreation, and sports entertainment, and it can promote the competed development of leisure sports industry and tourism industry in their integration, finally enhance the industry development.

Symbiosis Theory. “Symbiosis” is a concept in ecology, first proposed by German mycologist Anton Berry in 1879, originally referred to besides relationships of competition and predication in biology, there is one “mutual” ecological relationship, such as legumes and rhizome symbiosis, the symbiosis between marine fish. In the middle of 20th century, the idea of “symbiosis was gradually focused by scholars in different disciplines such as medicine, agriculture, sociology, economics, management and so on, and the concepts, methods and theories of “symbiosis” is utilized in their field of study, and achieved some certain results. The macro symbiosis refers to in one certain symbiosis environment each symbiosis unit form one symbiosis relationship according to certain symbiosis mode. The symbiosis theory consists of three elements: symbiosis unit, environment and mode. The basis that made up symbiosis relationship is certain relationship of symbiosis unit in time or space. Symbiosis unit cooperate with each other in accordance with its inherent law and in particular symbiosis mode, it can produce new energy, promote mutual development. Cooperation is the core in symbiosis process. Each symbiosis unit retains its own status and nature in the process of cooperation. Mutual tolerance, mutual promotion, energetically development and win-win cooperation is the core and nature of symbiosis. The symbiosis between leisure sports industry and tourism industry under the supply-side reform means to in guidance of market demands and remain the functions of industry, each performs its own functions, interpenetrated with each other and achieve energetically development.

Realistic Foundation

Huge Potential in Leisure Sports Tourism Market. With the improvement of people’s life level and the advancement of industrialization and urbanization, environment contamination problem is increasingly prominent. At the same time, with the rapid development of economy, people have more and more work and life pressure, thus people would focus on their own health. How to relax and relieve pressure in proper ways has become top-focused topic in people’s life. Under this background, people’s consumption concept has changed from solving the basic problem
of food and clothing to pursue higher life quality. The concept of investing money in health and paying for health became irreplaceable consumption choice of daily life. The “combining education with recreation” in sports will integrate the enjoying tourism with participating sports. This practice is widely respected by market, and it provided the symbiosis of leisure sports industry and tourism industry development under the supply-side reform with historic opportunity.

The Needs of Tourism Industry Transformation and Upgrading. Tourism, as a typical service industry, needs to take adjustments in order to adapt to the changes of consumer behaviors and market so as to promote the changes of tourism. Among them, technique, social civilization and economy development are the external factors that affect consumer’s behavior, yet the consumption culture, consumption demands and life style the fundamental factors. With the changes of consumption culture, the upgrading of consumption demands and transformation of life style, tourism have to take creative ways so as to gain continual vitality. Therefore, tourism has to adapt to the demands changes of consumers. And the symbiosis of leisure sports industry and tourism industry under the supply-side reform is the creative approach to promote the transformation and upgrading of sports tourism industry.

National Policy Support. In 2013 the state council general office issued the “national tourism leisure plan outline (2013~2020), and it is thought as one important system to expand national leisure tourism rights and advance national tourism leisure system construction with Chinese characteristics. The development goals of “national tourism leisure plan outline (2013~2020) include life quality improvement plan, stimulating domestic demands promotion plan, the development plan of leisure industry and resisting financial crisis rescue plan. On August 21, 2014, the state council issued “about several opinions on promoting the development of tourism industry reform”, the “opinion” made specific deployment for tourism transformation and upgrading and standardized development. What’s more, it firstly pronounces the national fitness as national strategy, enhances the integrative development of sports and tourism, medium and exhibition. The announcement of above serial documents play an important role in improving national physical quality and health level, adjust the industry structure of sports industry and tourism industry under the supply-side reform, increase employment and foster new economic growth. It not only points out the development direction of national level for the development of sports industry and tourism industry under the supply-side reform, but also offers policy guarantee. And it provides unprecedented policy guarantee and support to achieve the symbiosis of leisure sports industry and tourism industry under the supply-side reform, develop sports tourism especially leisure sports tourism.

The Feasibility Analysis of the Symbiosis of Leisure Sports Industry and Tourism Industry under the Supply-side Reform

Unified Value Proposition of Symbiosis of Leisure Sports Industry and Tourism Industry under the Supply-side Reform

Leisure sports is one important activity of tastes cultivation, fitness and entertainment, people can improve their health index in this way, and it meets people’s needs of relaxation, entertainment and fitness in the process of high rapid development of economy. This, to a great extent, reflects the process made of this age, and this is the inexorable outcome of sustainable economy development, so it is regarded as the most promising industry in the 21st century.

Tourism originated from peoples longing for beautiful things, developed with the higher pursuit for life quality. Throughout the development history of tourism, tourism can definitely bring people huge enjoyment, but nowadays, people’s aesthetics and demands has developed from simple the visual appreciation to the entertainment experience and adjustment of physique. If it wants to get long-term development, the bottleneck must be solved.

Thus it can be seen that the value pursuit both reflect the maximum physical and psychological relaxation under the condition of harmonious co-existence between man and nature. Therefore, we found that no matter what it is, leisure sports or tourism, it can not meet the consumers’ double
enjoyment of physical and mental if only rely on their own innovation. It shows the common value pursuit between leisure sports and tourism, but both should constantly incorporated, only in this way can it get long-term development.

**The Compatibility and Supplementation in Launch Projects of Leisure Sports Industry and Tourism Industry under Supply-side Reform**

The symbiosis of leisure sports industry and tourism industry under the supply-side reform the inexorable outcome of social development. At first, incorporating leisure sports into tourism industry can greatly enrich the content of tourism industry, make it colorful expand the space of tourism development. Leisure sports has its own unique charm, it owns relaxation, fitness etc. all sorts of function. Its integration with tourism industry enables tourists to experience the vital connotation and fun of sports culture when traveling, experience the physical relaxation after multifarious work, and promote the harmonious development between humankind and society. Next, the rapid growth of economy improve people’s economy situation, people are not willing to keep the stage of like to play or willing to play, but have the ability and the capital to pay. On this condition, it promotes the generation of the mode “tourism + leisure sports”.

**Conclusion**

Under the background of supply-side reform, the inter-growth of leisure sports industry and tourism industry is one of effective approaches for industry creation. In the inter-growth development process of leisure sports industry and tourism industry at the background of supply-side reform, tourism diversification can be enriched by leisure sports, on the contrary, tourism can enhance sports industry development, and finally reach the destination of expanding the main body of industry. Moreover, it can improve the mulch-service capabilities. The inter-growth of leisure sports industry and tourism industry. It can not only promote the consolidation and international construction of travel agencies, build excellent travel scenic, cultivate hotels themed culture, but also support the brand catering enterprises, exploit travel products shopping street and public service platform consequently promote economic development.

At present, the inter-growth of leisure sports industry and tourism industry is on its primary stage, its development level is not high, so it needs, at the same time, the government, market, society efforts. Only in this way can help the inter-growth of leisure sports industry and tourism industry develop healthily and sustainability.

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