Research on the Symbiotic Development of Leisure Sports and Tourism Industry under the Supply-side Structural Reform

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Abstract. Through the discussion about the relation of development of leisure sports and tourism industry, this article mainly explores the symbiosis and development of leisure sports and tourism industry under the supply-side structural reform, as well as analyzes the feasibility and bottleneck in the development. What's more, it puts forward the strategies to achieve their dynamic balance and form a harmonious relation between leisure sports and tourism industry in order to provide examples and practical system for the development of leisure sports industry, which is also helpful for promoting the healthy development of sports tourism industry in China.

Introduction
Supply-side structural reform is put forward when there appears declining tendency in the “three carriages” (investment, consumption, exports) under China’s new economic development norm. The fundamental is that our country has been introduced and adjusted policies to stimulate demands without enough effectiveness in recent years. The so-called supply-side structural reform refers to that the competitiveness will be enhanced to promote economic development through emancipating productive forces based on supply and production. Sports industry has become an internationally recognized in 21st Century the most dynamic sunrise industry, healthy industry and green industry, which is also a good way to promote industrial upgrading and adjustment and to drive the economy development. In recent years, with the deepening of the integration of sports industry with cultural industry, tourism industry, information industry and other related industries, the integration setup of the development of sports industry has formed. Among them, the sports industry and the tourism industry have become the two categories which need to be vigorously developed in the service industry during the 13th Five-Year Plan period. As a typical leisure industry, leisure sports and tourism industry can meet the demands of their own development. And the symbiotic development of the two sides will bring huge market potential. Leisure sports are currently at the new stage where people go towards to pursue the quality of life and life experience. So, in the background of the supply-side structural reform, the interactive development of leisure sports and tourism industry can provide greater development potential and space for the industries. The in-depth research on symbiotic development of leisure sports and tourism industry has great theoretical significance and practical value for the economic development and improvement of leisure industry in our country.

Correlation Analysis of Leisure Sports and Tourism Industry

The Common of Leisure Sports and Tourism Industry
Leisure sports is a kind of health promotion activities, edify sentiment, Participants can pleasure during the activity, promote the human and society, nature of the exchanges, to meet the modern needs of human health and well-being. The main purpose of tourism is close to nature, the release of pressure, people's pursuit of high quality of life. Leisure sports and tourism have relaxed mood, relieve pressure, entertainment and other participation, both in objective is very similar, which is leisure sports and tourism interactive development premise. Besides, leisure sports and tourism industry in the time and manner are the same. People will participate in the leisure sports and
tourism in leisure time activities, whether it is day or night, can carry out some of the rich and colorful activities, both in time are relatively. At the same time, leisure sports and tourism are in the form of a people can also be many people, this is the way of collective participation, leisure sports and tourism has participated in the time and manner of the common, Provides the basis and effective protection for both of the symbiotic interaction development. In addition, the leisure sports and tourism are the same in carrying out the project. Such as hiking, mountain climbing, rock climbing and other leisure activities in the project, can exercise, and can enjoy the beautiful scenery along the way. Therefore, leisure sports and tourism in the form, content and purpose are common, provide a basis for the integration and development.

The Difference of Leisure Sports and Tourism Industry

The difference of leisure sports and tourism is mainly reflected in the activities, to participate in the activities of the site. In the leisure sports participation, people can according to the environmental conditions, combined with their own interests, independent of some leisure sports, Or according to their own wishes to join in the leisure sports activities whenever and wherever possible, not only in the outdoors, also can be in the room. Before the tourism activity , we usually on the tourism destination do some understanding, will plan the destination, departure and return time, whether it is to organize or participate in the tour all need a certain plan. At the same time, tourism also have certain requirements on the site, a tourist destination should also have certain features, the basic choice of outdoor space. Therefore, leisure sports are not required to participate in what place and plan, but plan to participate in the tourism and the venue has relatively strict requirements.

The Complement of Leisure Sports and Tourism Industry

Leisure sports mainly to leisure fitness, participants mainly enjoy the pleasure of activities, the space requirement is not high. Most choose in outdoor tourism, vulnerable to external factors of weather environment. If the combination of leisure sports and tourism, tourism activities can be terminated due to weather, moving to the indoor activities, which is more flexible. The symbiotic development of leisure sports and tourism to expand its interactive development space to a great extent. On the other hand, in the process of travel, a watch will enable visitors to produce fatigue, the integration of leisure sports and tourism, can enrich the content of the activities. Leisure sports can add a number of sports to stimulate people's interest for tourism, and broaden the channels of economic development in a certain extent, Leisure sports because of its enhanced health, leisure and entertainment functions, so that tourists can not only in physical exercise, physical exploration, sports and other activities have a strong physical and mental experience, but also can enjoy the fun activities, close to nature, to get full physical and mental relaxation.

Symbiotic Development Analysis of Leisure Sports and Tourism Industry under the Supply-side Structural Reform

The Support of Relevant Policies

To fully implement the guiding principles of the eighteenth national congress, firmly establish the five concepts of the development and promote the supply-side structural reform, Improve the quality and efficiency of developing leisure sports industry, Promote sustainable development of leisure sports industry overall health. Notice the horizontal integration, more level, mutti-angle, the growth of the sports industry, and continuously meet the demand of the public’s health leisure. The Opinions for promoting the supply-side structural reform in the sports field clearly pointed out that the leisure industry should develop with integration. The integration of leisure sports and national fitness, sports fitness and tourism health industry should be coordinated, which can provide strong support for expanding consumer demand, stimulating economic growth and changing the mode of development under the new economic norm.
According to the National Tourism Administration statistics, in 2016 the number of tourists in China than in previous years has increased, more and more people choose to travel as the main way of leisure, tourism is no longer a luxury. At the same time, more and more people will be integrated into sports tourism, it is considered to be one of the hot spots in the development of sports industry. The survey found that the main consumer groups are now tourism 80 and the "90", the sports consumer groups most of them are concentrated in this age group, the two groups of people fit very high. In addition, from the side of supply side reform, the state has created a positive and relaxed policy and institutional environment for the symbiotic development of leisure sports and Tourism.

People's Demand for Consumption Promotes the Development of Leisure Sports and Tourism Industry

At present, the number of domestic tourists to leisure, fitness, rehabilitation for the purpose of tourism accounted for 75%, with the symbiotic development of sports and tourism to seek a more healthy life. China has entered the leisure vacation, sports tourism consumption demand in the period of expansion, the double growth of domestic demand and income to promote the leisure sports and tourism industry symbiotic development of a new gold mine. Leisure sports and tourism industrial symbiosis development has become the world trend, whether it is a comprehensive sports event, or individual international tournament, or rock climbing, diving, skiing and other outdoor sports, have become a popular sports tourism project. At the same time to carry out the project for the region has brought rich economic interests, so as to enhance the industrial ecological value. So considerable economic benefits to provide a huge space for leisure sports industry and tourism interactive development.

The Bottleneck in the Development of Leisure Sports and Tourism Industry Symbiosis under the Supply-side Structural Reform

Leisure Sports Industry and Tourism Development is still at the Primary Stage of Symbiosis

As the development of a new industry leisure sports industry and tourism industry is not only a symbiosis, the seller and the lack of buyers, to ensure its healthy development, need to balance supply and demand. In the face of such a new industry, the relevant departments of the propaganda is insufficient, the cognition of sports tourism is still in its infancy, Chinese sports tourism consumer groups is still concentrated in a small part of sports enthusiasts, most people do not need to participate in sports projects in tourism. This need to gradually develop sports consumption habits, develop a healthy leisure lifestyle. A large number of potential consumers is ignored, thus limiting the development of the industry. In sports tourism project selection, most participants tend to choose foreign sports tourism routes, domestic projects in addition to the marathon, sports tourism have little choice. Just because foreign countries attach importance to build sports brand, and the development of the sports industry is closely related to the earlier.

Leisure Sports Industry and Tourism Industry Resource Integration Capability is not Strong

The symbiotic development of sports and tourism which has a good foundation for the market, but most of the area is not the effective use of existing human and natural resources. Without these resources into with the characteristics of sports tourism, leads to a lack of new ideas, leisure sports has just become the city leisure activities and other issues. The main reason is that the leisure sports and tourism management belong to different departments, both the lack of common administrative departments of unified planning and deployment, so did not achieve the purpose of sharing resources. At the same time, in some leisure sports events, social needs to occupy a lot of public resources, such as traffic, security, medical and other issues need relevant departments to solve. The lack of sports related departments of examination and approval, it is difficult for the civil power to directly obtain government event resources, so no approval has become an obstacle to the development of activities. However, in order to build Chinese own brand competition, leisure sports
and tourism is the prerequisite for the development of symbiosis. The sports tourism products only improve their own facilities, so that they can attract tourists.

**Analysis on the Strategy of the Symbiotic Development of Leisure Sports and Tourism Industry under the Supply-side Structural Reform**

**Government to Speed up the System Design and Institutional Innovation to Build Infrastructure**

In accordance with the requirements of the two national strategy of national leisure and fitness, and the development of the combination of "travel to the body, to promote the body", the local government can establish a special department management of the development of sports tourism, the Sports Bureau and Tourism Bureau of each single administration upgraded to the comprehensive economic management departments, strengthen coordination and cooperation between each other, can effectively implement the arrangement of related work, and promote the common development of sports and tourism industry. The symbiotic development of sports and tourism industry is not only the responsibility of the sports and tourism sector, but also need the support and guidance of the government level, open up the barriers between departments, and formulate relevant policies and systems. At present, only a small number of areas have been set up the integration of the relevant departments, they regulate the integration of sports and tourism sector to open up the local reform and innovation. According to the sports leisure industry and tourism industry symbiosis development, exploitation and construction of infrastructure, exploiting natural resources under the law of sustainable development, at the same time, to determine the effective management system to monitor the process of its development.

**Strengthen Management, Innovative Service Consciousness**

Under the reform of the supply-side, China's sports industry is gradually changing from the provision of goods oriented services. In the service industry, effective management can improve the quality of service, to bring consumers the good quality of services, so as to promote the economic benefits of enterprises. In the development of sports and tourism industry, it also needs effective management. Because of the sports tourism industry in our country is in the primary stage now, and the management of the project and the degree of market regulation is not high, so we should strengthen the management of the symbiotic development of the two industries.

**Enhance Propaganda, Promotional Activities Project, Innovative Brand Competition**

In the ‘Internet plus’ era, leisure sports and tourism industry should be vigorously publicized through the network effect, more and more sports enthusiasts are taking the initiative to host some marathons through social networking groups such as We Chat, to allow more tourists to participate in sports activities in the tourism integration. Adhere to the spirit of innovation, constantly expanding activity project, introduction of leisure sports that suitable for local tourism environment, open wider space for tourism development, increase the content and forms of leisure sports, make tourism resources and leisure sports can coexist in harmony, complement each other, improve economic and social benefits.

The development of leisure sports and travel and tourism industry premise is to build China's own brand of sporting events, only high-quality sports tourism products can attract tourists. Sports events not only can bring a large number of tourists to the local consumption, but also to attract the media and enhance the image of the city. The symbiotic development of sports and tourism can make the city on the outskirts of the residual land gain new use value (economic and social value), and also promote the development of rural economy. Moreover, through the large-scale sports events, can also improve the urban infrastructure, improve the urban environment, promote urban renewal. Through the development of folk sports tourism can also make the local residents due to the recognition of traditional culture and pay more attention to the protection and inheritance.
Make the leisure sports tourism in the process reasonably, so that the mutual integration, mutual promotion and common development, to achieve physical and mental pleasure, to promote a new model of health tourism. Promote the supply-side structural reform, to manage the visible hand of government, the liberation of the invisible hand of the market. Let the nature of administrative power regression of public services, improve the relevant system standard, to develop the program for the development of sports tourism, to create their own brand China sports events, this new model is conducive to adjust the structure of tourism industry, promote the development of the tourism industry. Leisure sports and tourism interactive development as a sunrise industry, it has the foundation conditions and sufficient potential to make the shortage of today will become tomorrow's industrial growth, and even become an important force to promote the coordinated development of the industry.

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