Analysis of the Development Trend of Leisure Sports From the Perspective of Synergetic Development of Industry

Bing Chen¹

Abstract

The starting point of the social development and the ultimate goal is to improve the quality of people's life, the sports form, content, structure and function are put forward new demands, the trend of leisure sports activities become a new research object. This paper adopts the method of literature and logical analysis from the new era of domestic and foreign leisure sports development present situation and tendency of, analyzes current situation and problems of leisure sports China development, put forward the corresponding countermeasures for the healthy development of leisure sports. Chinese sports in the new period is to improve the quality of life and social development goals.

Keywords: Industry research collaboration, visual angle, leisure sports, development trend, analysis

Introduction

Leisure is a part of human daily life. With the development of modernization process and the improvement of social civilization, people's working hours are gradually reduced, and more and more leisure time, so more attention is paid to the health of body and mind and the choice of leisure mode. As an important component of a healthy lifestyle, leisure sports and their social value, function and role are also paid more and more attention by scholars both at home and abroad. Leisure sports have become a major research field of Western scholars. The research of leisure sports in our country is still in the initial stage. Therefore, we should study and draw on advanced research results to study China's leisure sports so as to make it conform to the international standards as soon as possible. This paper through the evolvement of concept, leisure sports research process and the content, explore the development trend of leisure sports in China, in order to study the leisure sports in our country and further development of China's national fitness campaign continues to provide relevant reference.

From a worldwide perspective, the leisure age is approaching, and leisure entertainment has become a new sport function. Obviously, the difference between China scholars are not fully aware of leisure and rest, leisure, leisure, entertainment, leisure and treat the collective unconscious and irrational individuals, so that we cannot face the hitherto unknown era. Although domestic scholars have published many papers related to leisure sports, the scholars from the aspects of leisure time arrangement, construction of leisure sports facilities and sports leisure industry development in the new period, the development of leisure sports China expounded their views, put forward corresponding suggestion and countermeasure, make the theoretical guidance for the development of leisure sports the China. But the author thinks, from

¹Public PE Teaching Department, Fuzhou University of International Studies and Trade, Fuzhou, Fujian, China
the Chinese in traditional culture and Western leisure concept understanding, most people are not ready to Chinese health leisure thought preparation, many theoretical problems still need scholars to investigate, especially how to strengthen the people of leisure sports awareness, how good the planning of leisure sports facilities in the long run how to operate, leisure sports industry and so on.

In 1999 "time" magazine pointed out that with the advent of knowledge economy era, will enable the future society to change the speed of There was no parallel in history.; after 2015, the developed countries will advance into the age of leisure, leisure will become an important part of people's life. And the prediction in the future development of leisure in the new century, the evolution of the central content in human life, people will not be satisfied with the rich life, the improvement of living standards, the pursuit to enrich the spiritual life of higher level but. People will pay more attention to the quality of existence and life, and pay attention to health and all-round development of themselves.

![Figure 1. Leisure sports.](image)

**The Proposed Methodology**

**The meaning of leisure sports.** Leisure sports are all kinds of physical activities that people use leisure time to achieve entertainment, recreation, exercise and other purposes, but there is no authoritative unified definition of leisure sports in the world. The academic research of leisure has a history of more than 100 years abroad, and its rise coincides with the historical development of Western society. At the beginning of twentieth Century, European and American society realized the importance of leisure, thus gradually began to study on leisure and leisure research in Europe and the United States many scholars, there are many views, and formed a series of complete theories related to leisure sports. Including Aristotle's idea of the earliest leisure theory: human war, peace, work, leisure, leisure is the purpose of all human activities, is the ultimate outcome of all action oriented.

What happens at work comes back to you as if it were a hangover, and decides what people want to do and how to do it. If work makes people feel very excited, smooth or exciting, then there will continue to be the mood to choose exciting and stimulating leisure. Find a comfortable living way of survival in the society, in order to pursue a sense of security in their
own leisure activities. People's leisure behavior should be influenced by classmates, colleagues, working environment or neighborhood environment. The sports leisure theory in the European and American countries is relatively mature and perfect. Chinese scholars can draw on foreign research results when they study the issue of sports leisure in China.

**Formation of leisure sports.** With the promotion of new and high technology, productivity has been greatly improved, bringing about rapid growth of social economy, and human beings have entered an information society which has revolutionized the mode of labor. The increase of living materials can meet the needs of people. This is the main and fundamental impetus for human life to enter the leisure age as a whole. Most countries tend to weaken the sense of violence, ease confrontation and conflict, establish legal protection to promote the use of public rights, and accomplish the transition from state to society, from politics to economy. For the sustainable development of mankind, consensus has been reached among all countries to encourage social autonomy, mobilize various powerful factors to develop the economy, build a harmonious society where everyone has a living space, and improve the quality of life and happiness. The progress of science and technology and its extensive use in production and life have laid a solid material foundation for the arrival of the leisure age, and provided ample leisure. From the beginning of 1970s, some developed countries have entered the information marked, from industrial economy to knowledge economy of postindustrial society, the human society has entered the stage of development of modern modernization from the traditional stage. In keeping with it, the human way of life has entered a period characterized by leisure.

Although the Chinese land area and the United States are similar, the population is several times more, and concentrated in the eastern region, the living space is very small, the difference with the national conditions, Chinese would take "recreational walking" as the preference. Survey data show that the U. S. public participation in sports activities is the preferred recreational walking, this feature for China's leisure and recreational activities can play a certain reference. With the adjustment of working hours and holidays in China, people's leisure time is greatly increased, with at least 30 hours of leisure time per week. However, it is not reasonable for people to allocate their leisure time. Watching TV programs at home has become the main means of leisure for people. Although there is a small amount of outdoor activities, the quality is not high.

**Synergetic development of industry academic research.** Industry university research cooperation is a mode of promoting social technological innovation, combines the advantages of enterprises, universities and scientific research institutions. Through the cooperation, and promote the transformation of universities and institutes can improve the level of scientific research achievements in scientific research, bring economic and social benefits, while promoting the development of colleges, enterprises and local government collaborative innovation and development and other relevant parties, to promote the innovation of the whole society to create ability.

Cooperative coordination and innovation is different from the original innovation, integrated innovation, is different from the introduction of innovative products and technology, its essence is the management innovation, break departmental, area, industry, regional and national boundaries, to maximize the integration of innovative elements. With the continuous acceleration of the integration of technology and economy, the importance of collaborative innovation has become increasingly prominent, and collaborative innovation has become the most important core concept of today's innovation theory.

Macroscopically, the main form and operation mode of synergetic theory is synergetic innovation of industry university research. Some researchers have proposed, collaborative innovation is refers to the enterprise, university and research institute of basic subjects into their
own advantageous resources and capability, collaboration and support in the government, intermediary service of science and technology, financial institutions and other relevant subjects, together with collaborative innovation technology development.

In recent years, with the rapid development of the Internet, especially the mobile Internet, the cooperation model of production, research and research, which is formed under the traditional system, is no longer able to meet the needs of the times. The relationship between virtual and reality formed under the network environment to change production Institute brings is not all positive, because the network is global, open, sharing and post modernity characteristics, which makes the research achievements of universities and research institutions, professional security is challenged, the cost of reproduction technology products the infringement of intellectual property is greatly reduced, and the probability of occurrence of technology compromised than ever higher, and make good on speculation and enterprise. However, it cannot be ignored is the network environment to bring new advantages of university research cooperation network, especially mobile Internet form the number of science and technology, three-dimensional dissemination and use of convenient conditions of knowledge, can effectively solve the problem of asymmetric information. Libraries, third party services and other environments can greatly save social resources. The key lies in whether the university can make use of the massive information in the network environment and integrate it, and seek the best way to develop the industry, research and development.

**Countermeasures and suggestions for collaborative innovation.** The government should strengthen the regulation, focusing on national planning and related policies, research organizations, in-depth analysis of the current collaborative innovation and research status and problems, combined with the existing foundation and experience, to promote the introduction of collaborative innovation policies and regulations and implementation details, perfect the construction of scientific and technological innovation system, strengthen the research mainly from the establishment of collaborative research the innovation of legislation support collaborative innovation, collaborative innovation and perfect the intermediary service mechanisms to solve the bottleneck of collaborative innovation policies of the parties, to promote the policy of collaborative optimization, promote innovation and research collaboration.

Collaborative innovation should be encouraged and guided by both sides, and internal drive and external drive should be promoted in parallel to build a cooperative drive system. The internal drive includes the economic benefit drive, spirit incentive driven, mainly for research and production, including enterprises, universities and institutes, whether during the cooperation can obtain corresponding economic benefits, and whether you can get the appropriate incentives in spirit. The external drive includes government support, drive the progress of science and technology driven and market competition, through the introduction of government support and protection policies to guide the parties to promote collaborative innovation, science and technology progress from the perspective of science and technology to promote collaborative innovation and research, in addition, the market competition will be for the cooperation of all parties, especially the enterprises to form a strong drive, promoting technical innovation of enterprises driven, collaborative innovation.

The construction of the financing system requires the cooperation of all parties in the industry, universities and research institutes to build a diversified financing investment system and improve the risk investment mechanism. The existing university investment, enterprise technology R & D investment and government investment and expand curing, and introducing the bank, insurance, venture capital and other financial capital, to establish the system of diversified financing investment enterprise centered, market-oriented, government guidance,
driven by social financial capital combination; accelerate the establishment of a sound risk investment mechanism. Bridge the gap between the cooperation of enterprises, universities and research institutions financing capacity, government support, private capital investment and bank loans, to solve the capital bottleneck problem in cooperative innovation.

The government's attitude determines the big background of production, production and research. In the legal environment and preferential policies, the government plays a supporting role in the combination of production, research and research support, such as subsidies, taxes and investment. We can be a virtual research platform and its role in the transport said: virtual research cooperation platform, by participants in the committee is responsible for the construction of open sharing of resources and environment, the investment of basic resources, using the open sharing of resources, production of new technologies and new products, new processes such as virtual resources, provide the application of choice for the enterprises. The enterprise provides certain financial support for the open sharing resource environment, provides the market demand information for the virtual resource layer, and obtains new achievements such as new technology, new product, new process and so on.

Conclusion

The twenty-first Century is a period of great change in the way of human life, and an important historical stage in the development of Chinese society. In such a new era of leisure by demoted to praise the development of sports, the primary problem is to change ideas, to re-examine the needs of sports. Chinese will face with modern characteristics of leisure time, to the introduction of western sports culture at the same time, must according to the actual situation and development level of Chinese, carry forward the fine traditional culture, to construct their own healthy ecological leisure sports theory system, to explore with China characteristics of recreational sports mode, practice oriented, meet the real needs of the people the masses. Leisure sports have become an important part of a healthy lifestyle, leisure sports participation will lead to the increase in the number of the increase in the number of sports consumption that promote the development of sports venues, sports facilities, sports apparel, sports books, sports newspapers and other related industries.

Reference