

Research on the Integrated Development of Sports Industry in the Yangtze River Delta Economic Circle

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Abstract: By means of literature and logic analysis, this paper studies the significance, dilemma and path of the integrated development of sports industry in the Yangtze River Delta Economic circle. The integrated development of sports industry in the Yangtze River Delta Economic circle has the significance of accelerating the construction of sports industry cluster in the Yangtze River Delta, helping the transformation and upgrading of national fitness in the Yangtze River Delta, and enhancing the complementary advantages of sports resources in the Yangtze River Delta. Development dilemma: policy promulgation is insufficient, regional cooperation relationship is not deep, regional difference development is not strong. Put forward the development path: strengthen the top-level design, promote the integrated implementation of sports industry policies; Deepen the coordination mechanism and build the diversified cooperation carrier of sports industry; Stimulate industrial vitality and promote the two-way flow of sports market elements; Optimize the allocation of resources and form the staggered development of the sports industry market.

Keywords: Sports Economy; Yangtze River Delta Economic Circle; The Sports Industry; Integrated Development

Introduction

In 2019, the Political Bureau of the CPC Central Committee reviewed the Outline of the Plan for Integrated Development of the Yangtze River Delta Region (hereinafter referred to as the Outline), which pointed out that the Yangtze River Delta should firmly adopt the concept of one-piece-of-play and integrated development, and improve cooperation mechanisms. To build a high level of regional collaboration model. Stepping into a new stage of development, promoting the construction of the Yangtze River Delta economic circle is a landmark measure to build a new development pattern with the domestic great circulation as the main body and the domestic and international double circulation promoting each other. As a new growth point in the economic development of our country, sports industry has great vitality and permeability. In the comprehensive opening of the regional economic circle construction planning, the construction of the Yangtze River Delta economic circle sports industry integration development pattern is also the necessary meaning and development needs. Among them, industrial integration is the basic form of the development of sports industry in the Yangtze River Delta. Industrial integration refers to the process in which neighboring cities (regions) participate in foreign competition with overall advantages in order to maximize industrial value and minimize cost. In recent years, domestic scholars have paid extensive attention to the development of industrial integration and formed relatively rich research results. The integration of the sports industry in the Yangtze River Delta has brought new impetus to the regional industrial growth, constantly consolidating the industrial foundation and improving the industrial quality. From industrial cooperation to high quality agglomeration economy. This paper aims to explore the rescue path for the integrated development of the sports industry in the Yangtze River Delta economic circle, so as to promote the Yangtze River Delta economic circle to become a "concentric circle" of high-quality economic development.

1. Significance of integrated development of sports industry in the Yangtze River Delta Economic Circle

1.1 Accelerate the construction of sports industry clusters in the Yangtze River Delta

Delta

Sports industry cluster refers to the phenomenon that different types of industries with commonality or complementarity are linked together in a specific region to form an industrial chain. Yangtze River Delta economic circle with Shanghai as the leader and Jiangsu and Zhejiang as the two wings, especially in recent years, Anhui sports tourism, culture and other factors soaring international influence, for the development of the Yangtze River Delta economic circle has brought infinite vitality. In this case, it is easy to cultivate the consumer goods industry with regional characteristics integrating the sports industry chain by taking advantage of the common characteristics of the Yangtze River Delta,. From another level, on the one hand, the high-quality sports industry cluster reacts with the Yangtze River Delta economic circle, which is conducive to accelerating the integrated construction of the Yangtze River Delta economic circle, forming economic linkage effect and enhancing regional industrial competitiveness. On the other hand, from the perspective of the development process of regional urban agglomeration, cluster development brings new impetus to regional economic development. It can be seen that there is a coupling relationship between the construction of sports industry cluster and economic development. The Yangtze River Delta economic circle facilitates the construction of regional sports industry cluster, and the construction of sports industry cluster greatly improves the development quality of the Yangtze River Delta economic circle.

1.2 Help transform and upgrade the national fitness in the Yangtze River Delta

After the Yangtze River Delta economic circle accelerated the advancement, the sports cause of Anhui entered the fast lane. At the end of the "13th Five-Year Plan", the vitality of Anhui sports industry is becoming more and more strong, and the "15-minute sports life circle" has basically realized the full coverage of urban communities. Under the effective stimulation of the economic circle of the Yangtze River Delta, the type of national fitness service has gradually changed from "social welfare" to "market consumption" to ensure the coverage and equal enjoyment of the whole urban area. For example, the diversification of national fitness path supply and sports venues to focus on the construction of maintenance and other changes in thinking. There is a synergistic symbiosis between the sports industry and the national fitness cause. The integrated development of the cross-regional sports industry can revitalize the existing market resources and supporting services, and help the transformation and upgrading of the national fitness cause in both places. In addition, the combination of fitness services, market governance and people's needs, unblocked channels of supply and demand exchange, will be conducive to creating a new national fitness consumption growth pole. For example, the mass sports industry is a new growth point of China's economic development in the new development stage. The integration of sports industry will promote the R&D and innovation of sports goods manufacturing industry, and make the supply of national fitness products more intelligent, scientific and comprehensive.

1.3 Enhance the Yangtze River Delta sports resources complementary advantages

In the past development experience, with economic development, urban industries will converge. Especially in mega-cities like Chengdu and Chongqing, the development of some industries has reached saturation and product innovation is insufficient. In addition, the siphon effect of core cities on surrounding cities is too strong. For example, the economic aggregate of Shanghai Economic zone accounts for a huge proportion of the Yangtze River Delta. Therefore, the integrated development of the sports industry in the Yangtze River Delta economic circle is conducive to adjusting the industrial layout of Jiangsu, Zhejiang and Anhui and providing a broader space for development. For example, the integration of the sports industry in the Yangtze River Delta region makes use of the resource advantages of various regions, gathers resource elements, builds the national sports industry demonstration base, and realizes the effect

of "1+1>2" . In addition, with points and areas, this measure is conducive to expanding the layout and planning of the sports industry, and creating the urban cluster benefits of "one core, two belts and multiple bases". For example, Shanghai relies on Hongqiao Business District and Lingang New area of Free Trade Zone to build an international modern sports service cluster and sports industry innovation experimental area, and push the integrated development of the Yangtze River Delta sports industry to the international stage and the whole world.

2. Difficulties in the integrated development of sports industry in the Yangtze

River Delta Economic Circle

2.1 Insufficient policies

Since the planning and development of the Yangtze River Delta economic circle, policy documents have always been the basic guarantee to guide its steady development, as well as a directional and strategic action guide. Integration of sports industry in the process, only a few related policies, lack of targeted, specific areas of the sports industry as a whole development plan, and the unity of the cross-regional decision deployment, which seriously affected the regional economic circle of the sports industry cluster development, transformation and upgrading of national fitness and sports resources sharing complementary advantages. The Yangtze River Delta metropolitan circle has not yet integrated the sense of joint construction of the Yangtze River Delta economic circle in the top-level design.

2.2 The regional cooperation relationship is not deep

The integration of sports industry is the product of regional cooperation, the core of which lies in the industrial division of labor and social cooperation in a specific region. The optimized regional cooperation mechanism is the premise to realize the integration of sports industry, which is of great significance to improve the quality of industry, standardize the market order and promote the flow of factors. At present, the regional cooperation of sports industry in the Yangtze River Delta economic circle is not deep, which leads to slow sports industry cluster.

3. The integrated development path of sports industry in the Yangtze River Delta

Economic Circle

3.1 Strengthen top-level design and promote the integrated implementation of sports industry policies

The lack of implementation of sports industry policies in the Yangtze River Delta Economic circle is the primary problem that leads to the obstruction of the integrated development of the sports industry in the Yangtze River Delta economic circle, especially the targeted and special overall development plan of the sports industry in the Yangtze River Delta economic circle. Therefore, the government should strengthen the top-level design of the sports industry and gradually improve the development system of the sports industry in the Yangtze River Delta economic circle. Involved in the Yangtze river delta economic circle around the city at all levels of government, to all-round concept into the Yangtze river delta integration of sports industry development, adhere to the decision direction, further defined integration of Yangtze river delta economic circle the sports industry the main content and key tasks and implementation procedures, etc., from the perspective of the development of the whole performance, the integration of sports industry in Yangtze river delta economic circle planning as a whole.

3.2 Deepen the coordination mechanism and build a diversified cooperation

carrier for the sports industry

For a long time, due to the regional barriers and local protection of local administrative departments, as well as the separation of government and community and the weak separation of government and enterprise, the sports industry integration and coordinated development relationship in the Yangtze River Delta economic circle has always been in a scattered state, and the regional cooperation relationship is not close enough. In this case, deepening the sports industry coordination mechanism in the Yangtze River Delta Economic circle and building a cooperation carrier centered on the sports industry become a solid bridge and key link to promote the integrated development of the sports industry in the Yangtze River Delta economic circle. To deepen the integrative coordination mechanism of sports industry in the Yangtze River Delta Economic circle, it is necessary to form a cooperative mechanism and carrier led by the government and co-built by multiple subjects. In addition, we will vigorously develop sports associations and enterprise alliances, build a governance model with community as the core and government, residents and organizations as the main body, and promote the coordination and linkage of social organizations.

3.3 Optimize the allocation of resources to form the staggered development of the

sports industry market

From the perspective of humanities and social sciences, interleaveness refers to the interleaved construction of individual social identity. It is believed that human subjectivity is constructed by the mutual reinforcement and overlapping of individual social identities such as nationality, gender and class. In this sense, the interlacing development of sports industry market means that the content of sports industry development produces diversified, multi-directional and closely related development in the rational distribution and multi-circulation of resources. Specifically, in the construction of the Yangtze River Delta economic circle integrated development pattern, we should focus on optimizing the allocation of resources, promote the sports industry to form a market staggered development situation; Attach importance to the scientific and reasonable development, coordination and allocation that is conducive to the integrated development of the sports industry, so as to realize the integration and docking of regional resources and the misplaced development of the industry.

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