

## Research on the Development Path of Sports Industry in the Context of Belt and Road

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**Abstract:** With the deepening of China's economic transformation and development, sports industry as a new industry is promoting economic growth an indispensable and important force. How to make full use of the opportunity of the times, make use of the new value judgment and standard of the whole society, establish the clear goal of the development of the sports industry, construct the reasonable system, and promote the sports.The rational and orderly development of industry and the backbone of economic development are very worth thinking about. Since 2013,the idea of "Belt and Road" in 2000 makes China's sports industry usher in a new historical opportunity. "Belt and Road" also emphasizes to strengthen the innovation ability open cooperation, forms the sea and land inside and outside linkage, east and west two-way mutual aid open pattern, from then on ," Belt and Road "initiative brings the unprecedented opportunity for our country sports industry development, also faces the huge challenge because of the present world situation complexity.

**Keywords:**" Belt and Road "; Sports Industry; Economic Development

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### 1. Introduction

The "Belt and Road" policy is guided by economic development and closely connects Asia, Europe and Africa to promote the development of countries along the route. In order to improve the influence of China's sports industry, we should grasp the opportunity of global economic development with the help of the "Belt and Road" initiative. The implementation of the "Belt and Road" initiative is in line with the current needs of the transformation and upgrading of the sports industry in China, which can not only improve the sports status of our country, but also increase the breadth and depth of China's opening to the outside world and consolidate the reform and development of the sports industry. Moreover, the "Belt and Road" initiative is a national policy based on the present situation of China's economic development. Integrating it with the sports industry can provide new opportunities for its development. Therefore, the sports industry should respond to the national development policy and give full play to its construction and service role. This paper mainly explores the "Belt and Road" initiative and the economic development path of China's sports industry, and on this basis, puts forward the corresponding suggestions for the economic development of China's sports industry.

### 2. Significance Of The Study

Based on the "Belt and Road" strategy and the strategic level of the national sports industry development, based on the Belt and Road strategy, this paper is committed to putting forward the innovative development path of the international sports industry.The research results can provide suggestions for the governments of countries along Belt and Road to formulate regional development strategies and policies, so as to realize the harmonious economic and social development of countries along Belt and Road and narrow the gap between urban and rural areas.The research results, such as the development evaluation method, development mode and suggestions of the sports industry, are closely combined with the actual situation of the countries along the Belt and Road, and have strong practical significance and guiding role.It can provide important practical reference for the government and relevant decision-making departments when formulating relevant policies to promote the coordination of urban and rural industries and the development of sports industry, and has reference and guiding significance for the development and management of sports industry in countries along the Belt and Road.

### 3.Review Of Related Studies

Western scholars generally believe that sports originated in Britain as an industry. American scholar **Lisa as Tesesi** proposed that the UK is the birthplace of the modern sports and sports industries. On the one hand, the British founded most of the sports industry and promoted outdoor sports, such as football, rugby, golf, bowling and some water and ice sports; on the other hand, in the development of the sports industry, the club form, also originated in the UK. (**Lisa Ma Tralesi 1998**)

**Professor Chris Gratton**, director of the Sports Industry Research Center at Harlem University, Sheffield, believes that there is a difference between the sports industry and the sports market, including the market demand and supply, while the sports industry refers to the supply of the sports market. He also pointed out that the research hotspots in the British sports academic circle have the scope of the sports industry and the connection between the British sports industry and foreign countries. (**Gratton, 2009**)

Shu Chenglin in China's sports industry innovation ability and development strategy research, the basic connotation and main composition of sports industry innovation ability elaborated, and pointed out that although the sports industry has made great development, but there are still some such as science and technology, sports industry innovation talent, sports industry innovation mechanism, enterprise innovation ability is not strong, and from the government, society, enterprise put forward countermeasures to improve the sports industry innovation ability (**Shu Chengliang, 2007**). Liu Jingbo in the new economic growth theory of our sports industry innovation article, from the perspective of new economic growth theory of our sports industry innovation, he elaborated Luo Mo's economic growth theory and Lucas' economic growth theory pointed out that our sports industry innovation ability compared with developed countries, and think that must cultivate sports industry innovation talents, strengthen industry communication and learning and improve the sports industry innovation ability (**Liu Jingbo, 2009**). Lu Xiaocheng in "sports power vision sports industry innovation drive mechanism research" points out that our country to build a sports power must strengthen sports industry innovation, through science and technology innovation, concept innovation, system innovation and service innovation four aspects to improve the core competitiveness of China's sports industry (**Lu Xiaocheng, 2016**).

### 4."Belt and Road" Policy and the Development of China's Sports Industry.

- **Belt and Road policy.** In the new period, China's leaders built a comprehensive open economic system for China's "peaceful rise" and put forward the "Belt and Road" initiative. China is the starting point of the "Belt and Road" initiative, which runs through Asia, Europe and Africa Mainland, involving more than 40 countries, with a total population of more than 4 billion and an economic volume of \$40 trillion. These countries and regions have a good momentum of economic development, market development space, by many countries around the world. China's "Belt and Road" initiative follows the principle of "mutual respect and mutual benefit" and cooperates with countries in many aspects, such as facilities, culture, policy, sports, science and technology, tourism, trade and so on. The content is very extensive and has far-reaching significance for all aspects of development.

- **Opportunities for the development of China's sports industry.** On the one hand, the "Belt and Road" initiative has stimulated new vitality in China's foreign trade and allowed foreign trade to grow rapidly. The two sides of the trade interact frequently, the depth and breadth of cooperation continue to expand and extend, and the two sides are more and more closely linked, thus laying a good foundation for the export of sports industry trade. With the deepening of the "Belt and Road" initiative, the scope of trade exports has gradually expanded, changing the previous single trade regional structure, plus China has significant resource advantages, once multilateral trade cooperation has been reached, Can effectively promote the diversified development of sports industry trade exports. On the other hand, to achieve transformation and upgrading. The "Belt and Road" initiative focuses on forming a comprehensive development pattern, driving regional economic growth and promoting the transformation and upgrading of the sports industry. On the one hand, the implementation of the "Belt and Road" initiative can broaden the market, reduce the dependence on the European and American markets, solve the problem of overcapacity of sporting goods, and promote the development of sports industry to a new stage

### 5.Difficulties in the Development of China's Sports Industry.

- **Restricted trade exports.** China's vast territory, especially the advantages of resources, resources for a long time. At present, China's sports products export market is mainly concentrated in the European and American markets, relatively speaking, the export market structure is relatively single, has a very high dependence, is very vulnerable to other factors, is not conducive to the healthy development of China's sports industry.

- **The way of development needs to be changed.** For the sports industry, the current trend of industrial growth has changed from quantitative to qualitative. However, limited by the inertia of the long-term economic

development model, China's sports industry development is still in the primary quantitative stage, the specific reasons include: first, the size and quantity of sports-related enterprises are small, the number of people engaged in the industry is small, and the degree of automation and specialization is lacking; second, the labor productivity of enterprises is relatively low; Third, the interest rate of sports enterprises is on the low side, because the nature of service is relatively high, which makes the profit margin of sports goods, sports products and other enterprises on the low side, thus restricting the development of sports industry.

#### **6. Analysis on the Development Path of Sports Industry in the Context of Belt and Road.**

- **Construction of sports infrastructure.** The "Belt and Road" initiative puts the construction of infrastructure first, and the economic development of sports industry should also take sports infrastructure as a priority link. China has long been assisting many countries along the "Belt and Road" initiative. After years of accumulation, it has outstanding advantages in the development of sports infrastructure industry, mainly because the development of sports infrastructure in China is relatively mature. Has rich construction experience, can effectively meet the countries along the sports infrastructure construction needs. Therefore, under the background of the gradual improvement of China's public service system, the sports industry should rely on the accumulated advantages of domestic infrastructure construction experience and increase investment in the sports infrastructure of countries along the "Belt and Road" initiative. To achieve win-win cooperation, thereby promoting the sustainable development of the sports industry.

- **Development of the sporting goods manufacturing industry.** As a big manufacturing country, our country has rich experience in processing and production, especially the manufacturing technology of sporting goods, which has a high level. However, this advantage is mainly due to the low cost of factors of production, there is overcapacity. After the implementation of the "Belt and Road" initiative, providing conditions for the external undertaking of sporting goods products can transfer excess capacity of sporting goods to countries along the route, transform our country's long-term situation at the low end of the sports industry chain, and gradually develop high-end industrial chains such as design and R & D.

#### **7." Belt and Road "Policy and Suggestions on the Development of China's Sports Industry Economy.**

- **Enhanced policy support.** The implementation of the "Belt and Road" initiative has ushered in great opportunities for the development of China's sports industry economy. The state should further introduce corresponding policies to support the development of the sports industry, fully tap the potential of the sports industry, guide more private capital into sports venues, leisure construction, economic performance and other fields, strengthen support for private capital, and make the main body of investment in China's sports industry more diversified, which is conducive to the healthy and stable development of the sports industry. From the perspective of the "Belt and Road" initiative, through policy support and help, relying on the "Belt and Road" initiative development plan, and from the sports industry development, economic development and other aspects of policy supplement and improvement, which has a positive role in further realizing the comprehensive development of the sports industry chain.

- **Promotion of cultural exchanges.** The development of sports industry belongs to cultural exchange in a sense. Countries share their own sports culture in order to promote exchanges and cooperation among countries, understand the concept of cooperation among countries, and ensure that the "Belt and Road" initiative can be implemented normally. To achieve the purpose of friendship and mutual assistance. As a way of cultural exchange, sports can provide a platform for countries to communicate. Therefore, by holding international events, promoting sports exchanges and carrying forward sports culture, sports culture can be realized to "go out" and "bring in ", enrich its connotation, develop more national sports events, and innovate sports cultural products. Thus effectively promote cultural exchanges between China and countries along the route. In this process, we should pay attention to the differences in geopolitics, economic level and traditional culture of various countries, and correctly guide the healthy development of sports industry. The innovation and development of sports industry needs to be improved from the perspective of comprehensive development of economy, culture and sports, In order to achieve cultural and economic integration and development.

- **Training sports talents, science and technology and human resources are indispensable.** Therefore, on the one hand, we should strengthen the training of innovative talents in the sports industry, achieve real scientific and technological innovation and talent innovation, introduce more high-level sports talents, organize and implement industrial technological innovation, and transform science and technology into scientific and technological achievements as soon as possible by creating a good working environment and giving reasonable salary treatment. On the other hand, it promotes the development of sports characteristic schools and sports traditional project schools, strengthens the cooperation between schools and enterprises, and trains more talents with the ability of sports management, scientific research and innovation, so as to meet the demand for talents in the development of sports industry. The training and comprehensive development of talents need to take the characteristic, information and linkage development of sports as the center, and promote the innovation and

development of sports economic system through the comprehensive development of science and technology, information technology and sports competition.

### 8. Conclusion

Under the background of the implementation of the "Belt and Road" initiative, the sports industry should closely follow the social development, develop the sports industry from the aspects of sports infrastructure construction, sporting goods manufacturing, sports events, etc., and train sports talents by strengthening policy support, promoting cultural exchanges, so as to realize the complete docking between the sports industry and the "Belt and Road" initiative, and achieve comprehensive sports industry cooperation with the countries along the route, so as to achieve the goal of mutual benefit and win-win results, and better promote the development of sports industry in all countries.

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