

Analysis and Development Plan of the Economic Volume of Chinese Football Cultural Industry Under the Non-Technical Field

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ABSTRACT

In this paper, in the case of the removal of football technical, China football capital volume as the breakthrough point, economic analysis, this paper expounds that the capital environment is supported by policies and ushered in the era of dividends, and on this basis, put forward the solution analysis of the development of Chinese football: strengthen the football culture education, to speed up the construction of football facilities and sites, improve the football talent training and selection system. With the continuous influx of capital into Chinese football, "infrastructure" and "youth training" are the keys to improve the mass basis and influence of football, and only by enhancing the support power of the mass basis can we achieve better economic benefits and lay a foundation for the development of Chinese football.

Keywords: *football, capital, economy, development*

1. INTRODUCTION

"We should meet people's new expectations for a better life, and rich spiritual food must be provided. We should deepen reform of the cultural management system, improve the cultural management system, and speed up building institutions and mechanisms that prioritize social benefits and integrate social and economic benefits. We will extensively carry out national fitness activities, accelerate efforts to build China into a sports powerhouse and make good preparations for the Beijing Winter Olympics and Paralympics. We should promote international communication capacity building, tell China's stories well, show a real, three-dimensional, and comprehensive China, and enhance its cultural soft power. "This is the guidance and suggestion of "How to promote the development of cultural undertakings and cultural industry" in the report of the 19th National Congress of the Communist Party of China (Qi, 2017). Because China attaches great importance to the sports and cultural industry, and football is the world's largest sport, Chinese football has become the core of China's sports and cultural industry. As the top soccer game in China, The Chinese Football Association Super League (TCFASL) has always attracted much attention from the world and has a considerable capital market. On April 27, 2018, Tsinghua University of China released the first report on the Development of China's Football Industry and Culture, which provides a detailed disclosure of TCFASL's business and financial data. Statistics show that in the 2016 season, TCFASL club's total revenue reached 7.082 billion yuan, 64% of which was commercial sponsorship, 14% of the tournament revenue, and 11% of player transactions (Mu,

2018). There is no doubt that football, as a global sport, is highly appreciated by both the spectators and the citizens. Therefore, Chinese football has occupied an important position in China's sports and cultural industry with its vast capital volume. The paper will analyze and evaluate the Chinese football culture industry's future development opportunities from the perspective of non-football technology filed for Chinese football investors.

2. CHINA FOOTBALL CAPITAL OPERATION USHERED IN THE BEST ERA OF DIVIDEND

First of all, the relevant government departments have continuously increased their support for the football industry and formulated applicable policies to promote its development. For example, the National Development and Reform Commission issued the Medium - and Long-term Development Plan of Chinese Football (2016-2050), which sets the short -, medium - and long-term goals for Chinese football development and makes efforts to achieve the first-class football power. Driven by policy dividends, China's football industry is expected to maintain rapid growth. Its prospects are optimistic (Notice on the Issuance of The Medium - and long-term Development Plan for Chinese Football (2016-2050), 2016). On June 14, 2017, Chinese President Xi Jinping met with FIFA President Gianni Infantino at the People's Great Hall. Xi pointed out that building China into a significant and influential sports country is an integral part of the Chinese people's efforts to achieve the "two centenary goals." The Chinese government attaches great importance to football development and has given sustained and robust support to the sport (Xi Jinping meets with FIFA President Gianni

Infantino, 2017). Therefore, China is vigorously promoting football development; football capital has also ushered in a suitable operating environment and is expected to catch up with the dividends of The Times.

3. CAPITAL GAINS ARE CLOSELY RELATED TO PUBLIC ATTENTION

According to the Report on The Development of the Chinese Football Industry and Culture, the Chinese football industry is divided into production, operation, and realization. The football industry is divided into football events, football training, football stadiums, football media, football lottery, football supplies, and other sectors. For the investors of TCFASL clubs, commercial sponsorship is the most significant income source, accounting for up to 64% in the 2016 season, and the revenue from advertising sponsorship and copyright of TCFASL increases year by year from 2012 to 2017. Of course, whether it's ticket revenue, stadium rental, or advertising sponsorship, it all has a lot to do with public attention. For example, the increase in the number of football fans attending the FA Cup from 260,000 in 2011 to 680,000 in 2016 has had a direct economic benefit in ticket revenues for football matches (Mu, 2018).

4. THROUGH THE CONSTRUCTION OF FOOTBALL STADIUMS TO INCREASE THE NUMBER OF PEOPLE BASE

The number of amateur football fields is an essential factor affecting the number of a mass base. In China, there are only four professional football stadiums:

- Longquan football stadium in Sichuan (capacity: 30,000 people)
- Hongkou football stadium in Shanghai (capacity: 35,000 people)
- Jinshan Football stadium in Shanghai (capacity: 30,000 people)
- Taida football stadium in Tianjin (capacity: 36,000 people)

The Beijing Bird's Nest cannot be counted as a professional football field because it is a large comprehensive stadium, which is as accurate as professional football as it is of amateur football. Take the county-level city where the author is located as an example; there is no professional football field or amateur five-a-side football field. Statistics show that the standard football field is only 16,983. In contrast, the other 36,494 football fields account for 63.83 percent of the campus, indicating the imbalance of regional resources and the low rate of opening up (Mu, 2018). The news was previously reported that the Shanghai Hongkou Football stadium would divide the 11-player competition venue into four seven-player venues, priced at 8,000 yuan/piece for 2 hours, and the maximum number of participants will be 20.

The other is an 11-person farm, priced at 100,000 yuan for 2 hours. The high cost of the venue has also sparked a heated debate online. However, as the country invests in football, local associations have started to hold competitions to increase mass participation popularity. For example, in 2019, Chengdu city has held 22,582 social football matches, with 690,335 participants, which has continued its good development momentum. Such competitions as Chengdu Super League, Chengdu First League, Chengdu First League final, and Enterprise Cup are still as popular. Social football has been carried out in an orderly manner, covering more and more groups. It is just that more and more local governments and football managers start to pay attention to football. The football masses in China in the future have potential and deserve to be expected (Check out Chengdu football in 2019, 2019). Therefore, the government or investors can increase amateur football because football, football stadium construction, make more students, adults, and other groups participate in football this movement. After the increase in the number of the masses to join in, the Chinese super league's attention will naturally get promoted, and football equipment can generate income at the same time can also be improved.

5. IMPROVE THE TRAINING AND SELECTION SYSTEM OF YOUTH FOOTBALL

Statistics show that about 3 million young people receive regular training in training institutions, and the size of the soccer training market is 6.7 billion yuan. Therefore, as a football investor, we can increase youth football training investment and establish a professional player training base to cooperate with professional teams, such as Evergrande football school, which adopts the elite education system. After passing the selection, we can spend no money, so that many people's children can participate in football. Besides, Lippi, a former coach of the Chinese men's football team, said: "I tried to get the Chinese people to understand many things. For example, I asked them to create a youth department that they didn't have at that time. Now all the CSL clubs have all levels starting at the U13 level, and the first team must also include three U21 players." It can be seen that the responsible departments of football or football investors should reform and improve the selection system of football so that more teenagers can hopefully enter professional teams through training, and the public can have a new understanding and praise of Chinese football (Marcello Lippi, former coach of China national Football Team: I try to make the Chinese understand a lot of things, such as creating a youth development department, 2020). Therefore, youth training is the cornerstone of football and provides a guarantee for the future mass population, which is the key to economic development. If fewer and fewer young people take up this sport, it will be a shock to The Chinese football industry.

6. CONCLUSION

For the government or football investors, China's football culture industry is a vital part of the sports industry. The critical factor in determining the economy is the mass base. Only a considerable mass base can bring in revenues from tickets, stadiums, and sponsors. The key to improving the mass base lies in "field facilities" and "youth training." Therefore, the government or football investors should increase capital investment in field facilities and youth training so that more groups can participate in football. When the awareness of football is further improved in China, it can bring more economic benefits to the government or football investors in the football culture industry.

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