



The Integrated High-Quality Development of Sports Undertakings in Shandong Peninsula Urban Agglomeration

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Abstract. This paper conducts theoretical research and analysis on the integrated development of urban agglomerations by means of literature review, survey and logical analysis. It mainly investigates, studies and analyzes the core issues of the integrated high-quality development of sports undertakings in Shandong Peninsula urban agglomeration, and discusses the best path for the integrated high-quality development of mass sports, competitive sports and sports industry in Shandong in the process of building a strong sports province, in order to provide a useful reference for the integrated high-quality development model of sports undertakings in the process of the integrated construction of Shandong Peninsula urban agglomeration.

Keywords: Shandong Peninsula · Sports undertakings · Integration · High quality

1 Introduction

General Secretary Xi Jinping presided over the sixth meeting of the Central Finance and Economics Committee on January 3, 2020, to study the ecological protection and high-quality development of the Yellow River Basin and the promotion of the construction of the Chengdu-Chongqing twin-city economic circle. During the meeting, it is also emphasized that the leading role of Shandong Peninsula urban agglomeration should be brought into play to promote the high-quality development of central cities and urban agglomerations along the Yellow River. Shandong Peninsula urban agglomeration is one of the key urban agglomerations constructed by the state during the “13th Five-Year Plan” period. On February 14, 2017, the Shandong Provincial Government issued the “Approval for the Development Plan of the Shandong Peninsula Urban Agglomeration (2016–2030)” (hereinafter referred to as the “Plan”). The “Plan” proposes that by 2030, the comprehensive competitiveness of the Shandong Peninsula urban agglomeration will maintain the national advanced ranking and an integrated national-level urban agglomeration with sufficient development vitality, high degree of integration and strong core competitiveness will be built in an all-round way. On June 8, 2020, according to the new situation faced by regional coordinated development, after in-depth research and repeated demonstrations, it was decided to implement the integrated development

strategy of the provincial capital, Jiaodong, and Lunan, establish a new model with central cities leading the development of metropolitan areas and metropolitan areas driving regional development, build a Shandong Peninsula urban agglomeration with global influence, and promote the formation of a new pattern of regional integrated development in the province.

On August 10, 2019, the General Office of the State Council issued the “Outline for Building a Leading Sports Nation”. It is required to be guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, and in accordance with the decisions and arrangements of the CPC Central Committee and the State Council on accelerating the construction of a powerful sports country, continue to improve the quality and efficiency of sports development, and strive to build sports into a symbolic cause of the great rejuvenation of the Chinese nation. As an important part of the people’s good life, sports undertakings must develop synchronously with China’s modernization. In the process of integrated development of various undertakings of “One Urban Agglomeration, Two Central Cities, and Three Economic Circles”, the integrated high-quality development of sports undertakings is an important part of realizing the comprehensive revitalization and the building of a moderately prosperous society of Shandong Province in an all-round way.

2 Research Purpose and Significance

In the 1950s, French geographer Jean. Gottman put forward the concept of urban agglomeration with modern significance: Urban agglomeration is the highest form of spatial organization in which a city develops to a mature stage. It is a huge, multi-core, and multi-level urban group formed by agglomeration of several cities that are centrally distributed in the region [1]. With the intensification of regional competition in China and the rapid advancement of urbanization, the cultivation and development of urban agglomerations has rapidly become the focus of Chinese academic world and government departments. Following the three national-level urban agglomerations of “Pearl River Delta”, “Yangtze River Delta” and “Beijing-Tianjin-Hebei Region”, the construction and development of 16 regional urban agglomerations across the country, including Shandong Peninsula urban agglomeration, Fuzhou-Xiamen urban agglomeration, Central Henan urban agglomeration and Wuhan urban agglomeration, have also attracted more and more attention from the central government.

The integrated development plan of sports undertakings in the Shandong Peninsula urban agglomeration is linked to the new 14th Five-Year Plan in the later period of the “13th Five-Year Plan” and it closely focuses on the overall layout of the conversion of old and new kinetic energy with “three cores leading, multipoint breakthroughs, and integration and interaction”. The integrated high-quality development of Shandong Peninsula urban agglomeration is conducive to the core of “accelerating transformation and upgrading and building a happy Shandong”, focusing on promoting the coordinated development of sports in urban and rural areas, and gradually realizing the equalization of public sports services, so as to build a happy Shandong, truly be the pioneer of promoting scientific development and social harmony, and promote China’s progress from a great sports nation to a sports power. The integrated high-quality development

of the Shandong Peninsula urban agglomeration is to implement Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era to guide the overall situation of sports work, put people first, not forget the original intention, and comprehensively coordinate and make overall plans. The following will discuss specific measures for the integrated and coordinated development of mass sports, competitive sports, sports industry, and sports culture.

3 Main Objectives of the Integrated High-Quality Development of Sports Undertakings in Shandong Peninsula Urban Agglomeration

Shandong Peninsula is implementing strategic structural adjustment under the general requirements of the national experimental zone for the conversion of old and new kinetic energy and sports resources should be further integrated and optimized accordingly. In the new round of regional development wave of conversion and development of new and old kinetic energy with Jinan, Qingdao, Zibo, Yantai, Weihai, Weifang, Rizhao, Dongying and other cities as the main body, with the high aggregation of regional sports population and sports economic factors, the level of sports socialization rapidly increases, the sports economic system and sports service system have become more open, and Shandong's sports undertakings will inevitably face the severe challenge of resource integration. Under the new situation, Shandong sports must firmly seize the important strategic opportunity period, actively follow the trend of sports development, firmly grasp the pulse of the development of the times, and win its own sustainable development. The integrated high-quality development plan of Shandong Peninsula urban agglomeration is exactly based on the specific way of sports reform and development proposed in the "Plan".

During the "14th Five-Year Plan" and the future one period, the Shandong Peninsula urban agglomeration is faced with the problem of how to adhere to the new development concept, quality first and benefit precedence, take the supply-side structural reform as the main line, with new technologies, new industries, new business forms and new models as the core, and with new production factors such as knowledge, technology, information, and data as the support, so as to promote industrial intelligence, intelligent industrialization, cross-border integration, and high-end brands under the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era. It is needed to build a highland for practicing new development concepts, a highland for promoting supply-side structural reform, a highland for docking the national development strategy of converting old and new kinetic energy, and a highland for the transformation development of the North and the South, build an important new economic development cluster in the country and a very dynamic growth pole in Northeast Asia region, and make positive contributions to promoting the conversion of old and new kinetic energy across the country and building an integrated economic system. At the same time, Shandong Peninsula urban agglomeration is rich in sports culture and sports tourism resources, and the level of competitive sports and mass sports has outstanding advantages in China. However, there is an unbalanced level of integrated development of mass sports, competitive sports and sports industry. The integrated high-quality development of sports undertakings is

not only an effective measure to improve the taste of the city and the quality of life, but also is becoming a new growth point of the national economy. Therefore, the integrated high-quality development of sports undertakings in Shandong Peninsula urban agglomeration is an effective means to implement the development tasks of the Shandong Peninsula urban agglomeration economic zone and will inject new development momentum into the development of other undertakings.

4 Constrains of the Integrated High-Quality Development of Shandong Peninsula Urban Agglomeration

4.1 Constraints of the External Environment

The external environmental constraints for the integrated high-quality development of sports undertakings in Shandong Peninsula urban agglomeration mainly include: (1) Administrative barriers between governments of various prefecture-level cities, referring to the various man-made system and policy obstacles that restrict the free flow of resources and factors formed by the government taking the administrative boundary as the interest boundary and using administrative means to divide the market interest boundary [2]. (2) China's regional economic integration is formed under the incomplete development of China's market economy. However, in order to develop scientifically, it needs the effective support of the market mechanism in the end. China's sports industry has been formed under the planned economic system under the national system for many years, and it has not really entered the society and the market for many years. In the future, in order to achieve integrated high-quality development, Shandong Peninsula sports undertakings must go to the society and adapt to the trend of the market economy. Of course, this is not to deny the leading role of the government. The integrated high-quality development of sports undertakings in the future will depend on the communication, coordination and linkage functions between governments of various prefecture-level cities. (3) Objectively existing regional differences Shandong is known as the Land of Qilu and the Hometown of Confucius and Mencius. Shandong Peninsula urban agglomeration is generally considered to have the basis for integrated development of geographical proximity, popularity affinity, cultural integration, and economic interconnection, but it is not easy to achieve comprehensive integrated development. The reason is that the differences in the way of institutional change, economic structure, human and capital and other resource attraction between various prefecture-level cities and the resulting conceptual divisions may become important obstacles to the integrated high-quality development of sports undertakings in Shandong Peninsula urban agglomeration [3]. The formation of such resistance is due to the short-term inward opening of unfavorable ideological influence of the conservative and stuffy Confucian culture to the Yangtze River Delta and the Pearl River Delta. There is a big gap between regions that have successfully developed economic integration.

4.2 Constraints of Making Institutional Innovations

From the perspective of high-quality development, the current institutional innovations such as the basic framework and cooperation mechanism for sports undertakings cooperation in Shandong Peninsula urban agglomeration need to be further improved in terms of governance efficiency and institutional quality.

4.2.1 The Collaborative Governance Model of Various Prefecture-level Cities in the Urban Agglomeration Needs to Be Improved

The collaborative governance model of sports undertakings in Shandong Peninsula urban agglomeration is basically a closed-loop model of “decision-coordination-execution” formed within the government system. How to truly improve the efficiency of collaborative governance of sports undertakings in Shandong Peninsula urban agglomeration, integrate the two aspects of integrated development, combine government behavior with the mechanism of social resources, and stimulate the role of various departments in the process of promoting integrated development is an urgent problem to be solved.

4.2.2 The Institutional Quality of the Cooperation Mechanism is not Strong

Nowadays, the integrated cooperation mechanism of sports undertakings in Shandong Peninsula urban agglomeration with the coordination leading groups and joint meeting system of various prefecture-level cities as the main content has not yet been fully formed. At present, it is only a non-institutional coordination mechanism advocated by the sports functional department.

4.2.3 The Top-Level Design Has not yet Been Formed

The top-level design of the integrated high-quality development of sports undertakings in Shandong Peninsula urban agglomeration mainly refers to unified policies and planning, which can promote the development of sports undertakings in various regions to form an orderly development pattern in terms of structure and layout and provide effective practice guidelines and operation paths for action subjects at all levels in the region. To this end, the high-quality integrated development of sports undertakings in Shandong Peninsula urban agglomeration requires innovative institutional arrangements in this key link.

High-quality development has become the main appeal point of social and economic reform and development in the new era, and the main line of China’s sports industry development has gradually evolved to the “improvement of the quality and efficiency of development” [4]. Against the background that China’s reform and opening up has shifted from commodity and factor flow-based opening up to rule-based opening up [5], whether the high-quality integration of sports undertakings in Shandong Peninsula can seize the opportunity of the new round of reform and opening up and establish a basic institutional framework and administrative management system in line with international high-standard economic rules is crucial.

5 Strategies for the Integrated High-Quality Development of Sports Undertakings in Shandong Peninsula Urban Agglomeration

5.1 Building a Typical Demonstration Area for the Integrated Development of Sports Undertakings in Shandong Province

Relevant departments can learn from the mature experience in the construction of the Yangtze River Delta regional integrated development demonstration zone to build the innovation center and new growth pole of Shandong Peninsula urban agglomeration, actively promote the integration of various sports undertakings in Shandong Province into the construction of demonstration area, and cultivate the agglomeration area for the development of sports undertakings in Shandong Peninsula urban agglomeration. Efforts should be made to cultivate and develop various sports conventions and exhibitions, sports industry summit forums and summits, promote mutual cooperation in all aspects of sports undertakings, and foster the formation of sports events, sports industrial parks, and mass leisure sports demonstrations with international influence. In addition, it is necessary to rely on the high-quality natural coastal beach resources of Qingdao, Rizhao and other cities in Shandong Peninsula urban agglomeration to build sailing sports and leisure towns and promote the construction of seaside leisure clubs such as sailing and windsurfing in national coastal cities. The excellent natural resources of Laoshan Mountain in Qingdao and Changdao in Yantai can be used to construct and develop outdoor fun, leisure and sports gathering areas and vigorously develop sports tourism. Without changing the administrative division, it is practical to explore the mechanism of regional cooperation between governments of various prefecture-level cities and integrated high-quality development, and form a new mechanism for the development of sports undertakings guided by the regional cooperation between the governments and based on the operation mechanism of the single market.

5.2 Strengthening Top-Level Design and Leading the Orderly Development of Sports Undertakings in Urban Agglomerations

It is necessary to reverse the non-integration phenomenon of low integration efficiency of regional sports resources and uneconomical scale, to promote the orderly development of regional sports undertakings. Relevant departments can take Qingdao as the leader, and cooperate with Yantai, Weihai, Rizhao and other forces to study and formulate the “Shandong Peninsula Urban Agglomeration Sports Undertakings Integrated High-quality Development Plan”, do a good job of effectively connecting with other integrated development plans such as Shandong Province’s economy and society, and promote the integration of the layout and structure of the sports undertakings development in Shandong Peninsula urban agglomeration. They can also set up a leading group for the implementation of the integrated development plan of sports undertakings in Shandong Peninsula urban agglomeration, implement the planning target responsibility system, clarify the division of labor, and include it in the assessment goals of governments of various prefecture-level cities, to build a comprehensive, targeted and continuous special plan implementation mechanism and guarantee mechanism.

5.3 Strengthening the Cooperation of Various Sports Undertakings in Urban Agglomerations and Making Sports Undertakings Bigger and Stronger

Relevant departments can learn from the experience of integrated development and construction in the Yangtze River Delta region. The Shandong Peninsula urban agglomeration should continue to promote market-oriented substantive project cooperation and gradually realize the aggregation of sports industries, the concentration of sports events and the regional interconnection of mass sports activities within the urban agglomeration.

- The cities of the urban agglomeration can jointly hold major international and domestic events, improve the coordination mechanism for sports events, build a regional sports league system covering professional leagues and amateur events, jointly establish the world's top commercial events, plan to jointly hold the World Championships, World Cup and Asian Games and other comprehensive sports events or individual sports events, strengthen the regional linkage effect of major sports events, reversely force the reform and innovation of systems and mechanisms, and accelerate the process of promoting the integrated high-quality development of sports undertakings in Shandong Peninsula urban agglomeration.
- Planning and establishing a sports industry group in Shandong Peninsula urban agglomeration: It is needed to encourage sports enterprises in various prefecture-level cities of the Shandong Peninsula to carry out cross-regional mergers in the capital market, establish a Shandong Peninsula sports industry group, reduce regional transaction costs through the internalization of transaction costs and the self-cleaning effect of market structure, and promote high-quality integrated development [6].
- Building a Shandong Peninsula Sports Service Trade Demonstration Zone: It is important to rely on the construction of the China (Qingdao) Pilot Free Trade Zone and the new areas of the Qingdao and Yantai Pilot Free Trade Zones to carry out cooperation in key areas of sports services such as competition performances, fitness and leisure, etc., adopt pilot policies, and jointly build a Shandong Peninsula Sports Service Trade Demonstration Zone.

6 Conclusion

In the initial stage of the “14th Five-Year Plan”, Shandong sports should adhere to the principle that “sports serve the people and socialist modernization”, and put the development of sports undertakings and the improvement of people's health in a more prominent position to create a new situation in Shandong sports work. The development of sports undertakings in Shandong Peninsula urban agglomeration must strive to achieve the requirements of insisting on Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era to guide the overall situation of sports work, put people first, comprehensively coordinate and make overall plan, in order to realize the integrated high-quality development of mass sports, competitive sports, sports industry, and sports culture, so as to provide theoretical decision-making reference for relevant departments of Shandong Province to build a strong sports province strategy.

Authors' Contributions. This paper is independently completed by Meixia He.

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