

# Path Analysis on Improving Quality and Efficiency of Leisure Industry in Sichuan Province

Shiwei Hu<sup>1</sup>

<sup>1</sup>The Engineering & Technical College of Chengdu University of Technology, Leshan, Sichuan Province, China

**Keywords:** Sichuan province; leisure industry; improve quality and effectiveness.

**Abstract.** With the continuous improvement of national economy, Chinese people begin to pay attention to leisure sports, which brings great opportunities for the development of leisure sports industry. Sichuan Province is rich in historical and cultural resources, and possesses conditions for developing leisure sports industry. In order to promote the development of leisure industry in Sichuan Province, the path analysis on improving industrial quality and efficiency of leisure industry is of great importance.

## Introduction

For leisure industry, the study on improving industrial quality and efficiency should start from influence factors of industrial development. Then specific strategies on the development of leisure industry should be made and carefully implemented, in order to help leisure industry to make greater achievements. [1] Through these measures, the sports and leisure needs of Sichuan people will be met, while the tourism industry will be able to promote social development and local economy growth.

## Advantages of Developing Leisure Industry in Sichuan Province

**Enough holiday time.** With the continuous improvement of Chinese labor legal system, now most employees only need to work 5 days a week. Under that development situation, people's work periods are shortened, while their leisure time is increased significantly. At the same time, with the increase of official holidays, people can enjoy much more holidays within a year, which means Chinese people can arrange more free time. The enough holiday time provide necessary conditions for Sichuan citizens to participate in leisure sports.

### 1.2 Substantial increases of living standards

With the deepening of China's reform and opening up, China's national economic level has been greatly improved. People's material standards of living have enhanced, while people's consumption structure has been changed. By analyzing the material structure of Chinese citizens, it can be found that people's demands for low level material consumption have been basically satisfied. People with higher income begin to pursue higher level of spiritual consumption. In that environment, material conditions for the development of leisure sports industry are provided, market and consumer protections are also offered.

**Policy guidance which provide institutional protection for the leisure sports industry.** The government work report mentions that, on the basis of building a well-off society, it is necessary to attach importance to the improvement of citizens' spiritual and cultural life. Then the government formulated the Outline of the Nationwide Body-building Plan, which was promoted and carried out throughout the country. Under the guidance of the government, citizens from the whole society began to take part in sports and physical fitness activities. For Sichuan Province, more and more people are no longer satisfied with simple sports. They began to participate in different types of outdoor sports. This has brought development opportunities to the leisure sports industry of Sichuan Province, but also put forward to higher requirements for the development of the industry. In such environment, many health clubs appears in Sichuan. The rapid development of these clubs and the leisure industry provide more leisure sports consumption opportunities for Sichuan people. The two factors promote each other. Thus, the leisure industry in Sichuan is thriving.

**The successful Olympic Games allow people to fully understand leisure sports.** The successful Beijing Olympic Games promote the development of China's national economy, and arouse people's enthusiasm on sports. Citizens begin to have new understandings on sports, which brings the industry with new development opportunities and enormous economic benefits. In addition, under the guidance of the national health program and the new understanding of sports, people begin to have a comprehensive understanding of leisure sports, which provides a greater market for the industry. Stimulated by the spirit of Olympic Games, many people participate in leisure sports in leisure time, which promotes the development of leisure sports industry in China.

### **Strategic Analysis and Selection on the Development of Leisure Industry in Sichuan Province**

**Choose reasonable development strategies.** With the growing demand for leisure industry, the service requirements for this industry have increased. Therefore, the reasonable brand development strategy is necessary to the sustainable development of leisure industry. The brand of leisure industry means that, the sports leisure project ought to have certain characteristics, and can bring higher economic and social benefits, as well as high-quality ecological benefits. Therefore, the development of leisure industry must be carefully planned; brand products with their own characteristics should be designed. [2] Through this development path, the entire leisure sports industry can attract more consumers, and enhance its competitiveness. As more and more people begin to pay attention to leisure sports, the economy of leisure sports industry develops rapidly. Sichuan province is a key province of western development. The province also has profound humanity resources, which bring great convenience the development of leisure industry. However, leisure industry started relatively late in Sichuan Province, and there are some problems in the basic operation. Although in recent years, Sichuan province has carried out restructuring on leisure industry, there are still threats from other industries. Combined with the actual situation of Sichuan Province, specific and effective development strategies should be implemented. Different cities have different culture, histories and customs. Only development strategies which combining the actual situation of the city can separate them from leisure industry development strategies of other cities. The uniqueness reflects the distinction between different cities, and serves as the foundation of leisure industry development. Only by combining the unique image with leisure industry, can we promote the development of leisure sports industry, and make the industry more entertaining and propounding. The development of leisure industry in Sichuan requires researches on characteristics of different cities, and leisure sports products which combine the characteristics of cities. All kinds of brand products on leisure sports can enhance the attractiveness of leisure industry in Sichuan province.

**Market segment combined with Differentiation Strategy.** By analyzing economy and resources of different cities in Sichuan, great differences can be found. Therefore, in the process of developing leisure industry in Sichuan Province, it is necessary to pay attention to the existence of these differences. It is necessary to make full use of resources of the city by rational planning, and set clear development goals and directions by combing experiences. According to the characteristics and functions of different cities, the development of leisure industry in Sichuan province should be planned. The original concept of balanced development should be breaking to ensure the development of different cities and to avoid vicious competition in Sichuan Province. Under the guidance of this concept, can we give full play to the advantages of different cities, and realize the sustainable development of leisure industry. Sichuan Province should set Chengdu as the model city, and offer more supports on the development of Chengdu leisure industry. The government can play its role and organize a number of important sporting events in Chengdu, to help people to form have a comprehensive understanding of leisure sports. By setting Chengdu as the core city of leisure industry in Sichuan Province, Chengdu can promote the development of leisure industry of surrounding cities and the province as a whole. It should be noted that, in the development process, we must adopt a diverse development strategy. Only in this way can we separate the development of leisure sports products with other regions, and achieve market segmentation. The attraction of leisure industry in Sichuan can be enhanced, and more opportunities on the development of leisure industry can be created.

**Resources integration to achieve all-win situation.** With the continuous development of the national leisure industry, this new industry has attracted the attention and recognition from the community. However, compared with some traditional industries, there are still misunderstandings on leisure industry. In addition, due to the lack of relevant resources integration, competition may occur in some areas. In order to solve these problems, we can achieve win-win situation through the integration of resources. For example, leisure sports with local characteristics could be integrated to bring new directions for local tourism and allow participants to enjoy the recreational sports in tourism. Sichuan province should make full use of its own tourism resources to develop leisure industry and other related industries. [3]

**Establishing a scientific personnel training mechanism.** Knowledge is the root of innovation. Innovation can make an industry fully represent its quality and efficiency. Knowledge is useful in resources allocation and the process of improving industry development plans. The carrier of knowledge is talents. Therefore, talents cultivation is extremely important in the process of improving efficiency and quality of leisure industry in Sichuan. But from the current situation of personnel training on leisure industry in Sichuan Province, the training mechanism of the whole industry is not perfect. The industry hopes that the training level can reach to higher education, which causes troubles for the development of leisure industry in Sichuan province. To solve these problems, in addition to increasing the introduction of talents, local colleges and universities also need to play its scientific and technological advantages, and cooperate with local enterprises. Through the cooperation of schools and enterprises, more applied talents can be cultivated for leisure industry of Sichuan Province.

### **Specific Strategies of Improving Quality and Efficiency of the Leisure Industry in Sichuan Province**

**Careful planning and fully implement.** The planning mentioned here means the development plan made for leisure industry market in Sichuan province. In the process of planning, we should take the market demands of leisure industry in Sichuan Province as the premise, combine them with the rich historical and cultural resources in Sichuan, and develop leisure projects through contacting with related industries. In order to achieve the purpose of improving quality and efficiency, following tasks should be completed. (1) Constructing market management mechanism. The market management mechanism can realize the macroscopic management and the control of the entire leisure industry, and combine leisure industry in Sichuan with market development rules in this region. (2) Actively improve the leisure goods market. In this part, it is necessary to cultivate markets related to leisure industry in Sichuan, such as entertainment fitness and sports markets. (3) Enhancing the service level of leisure industry. In order to promote the development of the leisure industry, it is necessary to build relevant consulting institutions, increase publicity and provide more information channels for people who are interested in leisure industry.

**Strengthening training and enhancing qualities.** In order to meet the needs of leisure industry development, authorities in Sichuan need to pay more attention to the cultivation of talents. They can learn lessons from other areas with developed leisure industry, and combine these experiences with the market and social demands of Sichuan province. Through the reforming of teaching mode, more applied talents can be cultivated for leisure industry of Sichuan Province. Colleges and universities which establish relevant majors need to timely adjust teaching mode according to the current social needs. To a certain extent, education can alleviate the shortage of talent in leisure industry of Sichuan. To strengthen the training of talents and build up a high-quality team for leisure industry, are of great significance for the development of leisure industry in Sichuan Province.

**Government support.** In order to better promote the rapid development of leisure industry in Sichuan Province, the government should give full play to its functions, and provide some support for the leisure industry. For example: investment and financing government. Under the leadership of the government, conditions for the investment and financing policy of the leisure industry should be provided. Management departments need to mobilize the whole society to provide financial support for the leisure industry in Sichuan Province, and establish relevant management system. Some

restrictions on the development of leisure industry should be adjusted. For innovative leisure projects, entrepreneurial loans can be provided. To promote the development of leisure industry market in the area of Sichuan Province, corresponding funds and other institutions should be set to provide diversified and multi-channel investment methods for leisure industry in Sichuan Province.

**Legal system and governance according to the law.** To realize the sustainable development of leisure industry, the market must develop towards the direction of standardization. In recent years, China has formulated related laws and regulations. But generally speaking, these regulations are fundamental management approaches. There are on specific processes and provisions on industrial development. From the perspective of actual practice, these laws are lack of operability and clear definitions on rights and obligations of the industry. Therefore, in order to promote the development of leisure industry, relevant laws and regulations should be formulated as soon as possible. Through the way of governance according to the law, leisure industry in Sichuan Province can develop healthily.

## **Conclusions**

With the continuous development of people's material life, citizens begin to pay attention to leisure sports. It should be said that leisure sports has become an important part of people's daily life, and played a very important role in people's physical and mental health. Therefore, in order to improve the quality and efficiency of leisure industry in Sichuan, corresponding development strategies should be made to make people understand leisure industry comprehensively. Through this way, citizens from the whole society can provide diversified and multi-channel support, as well as greater development space for the development of the industry.

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