

Research on the Development of Sports Industry in Colleges and Universities

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Abstract. Starting from the advantages and necessity of developing sports industry in Colleges and universities in China, this paper probes into the effective ways to speed up the development of sports industry in Colleges and universities in China. The development of physical education in Colleges and universities must follow the law of market development, change the management mechanism and system through its own advantages, expand business projects, widely absorb funds, speed up the training of talents, and improve the management level to realize the development of physical education industry in Colleges and universities.

Keywords: sports industry, market economy, ways of development.

1. Introduction

With the sustained and rapid development of China's national economy, sports industry has gradually become a new growth point in the national economy. The development of sports industry is not only the requirement of market economy for sports, but also the requirement of the development law of modern sports itself. College sports has a large audience, sports facilities and experienced sports teachers. Therefore, colleges and universities should become the place where sports industry develops rapidly. In this paper, through literature, expert interviews and extensive social research, the development advantages, necessity and development ways of sports industry in Colleges and universities in China are discussed.

2. Advantages of Developing Sports Industry in Colleges and Universities

2.1 Talent and Audience Advantage

Colleges and universities not only collect all kinds of sports professionals with advanced scientific theory knowledge and technology, but also with the vigorous support of the state for higher education, as an important part of sports consumption groups, the number of students in schools has reached more than 19 million; in addition, most of the colleges and universities are built in economically developed and densely populated areas, and the mass demand for sports exercise is greater, and the use of colleges and universities in schools. Sports facilities for exercise as the main way of exercise, so colleges and universities have a large number of sports audience groups. The objective existence of talent resources and consumer groups provides the possibility for the development of sports industry in Colleges and universities.

2.2 Hardware Advantages

The resources of sports facilities in Colleges and universities are quite abundant. Taking Shaanxi Province as an example, by the end of 2017, the province had 5,000 sports venues, of which 11,231 were hindered by the educational system, accounting for 76.6% of the total. However, 76.6% of the site facilities are more advanced and abundant than non-professional facilities in society, but they are basically idle after meeting the daily teaching requirements, resulting in a great waste of resources. Colleges and universities should make full use of these "idle resources" to develop sports industry.

2.3 Good Development Environment

The demand of students and community masses for physical exercise is the most fundamental driving force for the development of college sports industry. They have leisure time and funds. The development and development of college sports industry should make full use of this potential market.

According to the Research Report of the National Situation Analysis Group of the Chinese Academy of Sciences, China's economy will continue to grow rapidly in the coming decades (Table 1), which means that the material basis of mass sports development will continue to improve objectively.

Table 1. Forecast of the Annual Average Growth Rate of China's Economy in 2050

Period	GDP growth forecast	Range
2020-2030	6.30	6.30--7.00
2030-2040	5.40	5.40--6.20
2040-2050	4.60	4.60—5.40

At the same time, the Engel coefficient will decrease significantly (Table 2). Therefore, it will promote the increase of the funds that residents can dispose at will, and the funds that students can dispose of for sports consumption will increase relatively, which objectively lays a material foundation for the development of sports market in Colleges and universities.

Table 2. Forecast of Engel Coefficient of Residents in 2020

Particular year	2000	2010	2020
Engel coefficient	0.48	0.46	0.40

3. Developing Sports Industry in Colleges and Universities is the Requirement of the Development of the Times

3.1 Requirements for the Development of Mass Sports

Developing mass sports and enhancing people's physique are the fundamental tasks of sports work in our country. The development of mass sports to national fitness is a new requirement put forward by the Party Central Committee and the State Council under the new situation. The National Fitness Program is a national macro-leadership, social multi-support and national participation sports fitness program. It is a systematic project matching the goal of socialist modernization and a cross-century strategic plan for sports development. It is proposed to improve the overall quality of the Chinese nation in the practice of deepening sports reform on the basis of summing up the development experience of mass sports in China. Major initiatives. It is the central task of mass sports in Colleges and universities to publicize and implement the national fitness program in depth and extensively. However, the existing mass sports industry and activities in Colleges and universities are difficult to meet the new situation that mass sports work faces with wider scope, larger quantity and higher requirements. This requires that the sports resources of colleges and universities be fully tapped and the sports industry of colleges and universities be vigorously developed as a reasonable supplement to the development of mass sports.

3.2 The Self-needs of the Development of Colleges and Universities

One of the most important factors that restrict the development of mass sports work in schools is funds, which is even a factor that restricts the development of other aspects of colleges and universities. For a long time, all aspects of the development of colleges and universities mainly rely on the support of the state financial allocation, which not only causes a considerable burden to the state finance, but also leads to the lack of initiative and innovation consciousness in the work of colleges and universities, which seriously restricts the development of mass sports activities in Colleges and universities. Not only can it not meet the requirements of mass sports work in Colleges and universities in the new era, but also it has no effect on solving the problems of their own development. Developing the sports industry of colleges and universities and rationally exploiting and utilizing the sports resources of colleges and universities will not only further promote the development of mass sports, but also accumulate economic and experience for the development of

sports industry, which is also an important means to solve the problem of funds for the development of colleges and universities.

4. Countermeasures and Suggestions

4.1 Changing ideas and Establishing Ideological System of Sports Industry in Accord with Market Economy

Sports industry is an important part of modern market economy. The management strategy of sports industry in Colleges and universities is to establish market awareness and service awareness, to establish close links with society, to understand the social demand for sports consumption, to maximize the utilization rate of sports resources in Colleges and universities, and to develop through multi-channel and multi-form. At the same time, colleges and universities should speed up the reform of their own sports operation mechanism and system, establish new mechanism and system in order to operate and manage efficiently, quickly, transparently and normatively, so as to meet the needs of market economy changes. This new system and mechanism should include: first, the Department is responsible for the system, which department is responsible for the establishment of the administrative system of mass sports work; second, the training system of mass sports backbone, to select and cultivate a group of mass sports backbone among teachers and students, to enhance their sense of urgency and responsibility; third, the financing system of mass sports, to meet the requirements of the development of market economy; fourth, hierarchical management; Fifthly, it is the connection system between college groups and competitive sports to further strengthen the mutual restriction and development between mass sports and competitive sports, enhance the consciousness of training talents in mass sports work, and lay a solid foundation for the development of competitive sports.

4.2 Develop all Kinds of Sports Business Activities, Develop and Promote New National Fitness Programs

With the development of market economy, the consciousness of mass sports consumption has risen unprecedentedly. It is difficult to meet the needs of different groups of people through marketing sports clothing, equipment and renting sports venues. Therefore, conditional colleges and universities can run corresponding sports industry according to the needs of schools and society, develop and promote new national fitness projects, such as sports weight loss centers, sports fitness and rehabilitation centers, sports clothing factories, sports department stores and special activity clubs such as martial arts and swimming. Most colleges and universities have their own sports teams. Therefore, actively developing various kinds of Inter-school leagues among colleges and universities can not only enhance the contacts and exchanges between schools, but also promote the development of mass sports in Colleges and universities. For example, our school actively participated in the "Coca-Cola" three-player football match for college students, and the "Adidas" street basketball match for three people are successful precedents. This form can also be extended from universities to colleges and universities and community or social sports groups. Competition items can also be extended from ball games, track and field games to some interesting mass sports events such as tug-of-war, table tennis, and actively strive for enterprise funding, sponsorship, co-sponsorship, naming, in order to solve the problem of funds, so as to achieve the true meaning. National Fitness Linkage. In addition, we should provide paid physical testing services, open up foreign sports resources and provide corresponding sports consulting services to meet the different needs of different groups on the premise of meeting their own teaching needs.

4.3 Expanding the Source of Funds and Accelerating the Development of Sports Industry in Colleges and Universities

One of the purposes of developing college sports industry is to use school sports resources to carry out mass sports work and speed up the development of national fitness campaign. One of the most important factors restricting school sports work is funds. For a long time, there has been a serious

phenomenon of "work depends on school, money depends on allocation" in college sports work. Sports has not really achieved the goal of socialization. Faced with a wide range of mass sports needs, large quantities and high requirements, it is obvious that relying solely on the investment of schools can not meet their needs. The ways to expand the source of funds include: first, actively guide teachers and students to consume sports, guide teachers and students to invest in their own health, that is, to buy health; second, continue to promote the past operation mode of absorbing social funds through paid subsidies, co-sponsorship, naming and other ways; at the same time, use their own sports resources and enterprises to guide corporate sports and cultural activities, to achieve multi-form, multi-channel. Raising funds for mass sports has enriched the form of sports industry and accelerated the development of sports industry in Colleges and universities.

4.4 Plus the Training of Specialized Personnel of Sports Industrialization in Colleges and Universities

In the sports market, the most important resource is human. Solving the shortage of talent resources in the sports market and improving the quality of operation talents are the important conditions for the mature development of the sports market, and also one of the bottlenecks for the development of the sports industry in our country at the present stage. The management decision-making and management of sports managers in Colleges and universities determine the development level of sports industrialization in Colleges and universities. The development of sports industry in Colleges and universities must have sports economy and sports management professionals who can provide market services, especially high-quality management personnel. Otherwise, no better market strategy is meaningful. Establishing training mechanism, accelerating training speed and improving the professional quality of managers are the urgent problems to be solved in the development of sports industry in Colleges and universities.

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