

DOI: <https://doi.org/10.32782/2524-0072/2022-39-6>

UDC 330.3

THE IMPACT OF SPORTS INDUSTRY ON ECONOMIC DEVELOPMENT

ВПЛИВ СПОРТИВНОЇ ІНДУСТРІЇ НА ЕКОНОМІЧНИЙ РОЗВИТОК

Kharchenko Tetiana

PhD in Economics, Associate Professor,
Sumy National Agrarian University
ORCID: <https://orcid.org/0000-0002-3446-6533>

Liu Ziming

PhD student,
Sumy National Agrarian University
ORCID: <https://orcid.org/0000-0001-6392-5295>

Харченко Тетяна Олександрівна, Liu Ziming
Сумський національний аграрний університет

With the rapid development of social economy, China pays more and more Sports and economy have completely formed a comprehensive new pattern in the world. As a social and cultural activity, its development speed and level are closely related to the social economy. To regard sports industry as a new growth point of national economy is not only a new theoretical problem faced by sports economy, but also a practical problem directly related to the growth of national economy. The 2022 Beijing Winter Olympics will not only promote the large-scale development of the ice and snow industry in China, but will also be of great significance to promote China's economic development. The sports industry occupies a very important position in China's social and economic system, and is an important green industry for national development. On the basis of analyzing the influence of sports industry on economic development, this paper further analyzes the development situation and problems of sports industry, and finally puts forward a new path to promote the innovative development of sports industry.

Keywords: sports industry, economic development, SWTO.

Зі стрімким розвитком соціальної економіки Китай приділяє все більше уваги розвитку спортивної індустрії, а також з'являється все більше політик і коштів для сприяння розвитку спортивної індустрії. Особливо на тлі нової ери розвиток спортивної індустрії має більш високі очікування, не тільки тому, що спортивна індустрія може отримати дуже високі економічні вигоди, стала важливою частиною національних економічних показників Китаю. Більш того, важливість економічних вигод спортивної індустрії незамінна для економічного будівництва. Найважливіша економічна форма – це не тільки важливий показник соціального прогресу, але і продукт розвитку продуктивних сил до певної стадії. Спорт і економіка повністю сформували всеосяжну нову закономірність у світі. Як соціальна і культурна діяльність, швидкість і рівень її розвитку тісно пов'язані з соціальною економікою. Розглядати спортивну індустрію як нову точку зростання народного господарства – це не тільки нова теоретична проблема, з якою стикається спортивна економіка, а й практична проблема, безпосередньо пов'язана зі зростанням національної економіки. Зимові Олімпійські ігри 2022 року в Пекіні не тільки сприятимуть масштабному розвитку льодової та снігової промисловості в Китаї, але також матимуть велике значення для сприяння економічному розвитку Китаю. Спортивна індустрія займає дуже важливу позицію в соціальній та економічній системі Китаю і є важливою зеленою галуззю для національного розвитку. Спортивна індустрія займає дуже важливу позицію в соціальній та економічній системі Китаю і є важливою зеленою галуззю для національного розвитку. На основі аналізу впливу спортивної індустрії на економічний розвиток ця стаття додатково аналізує ситуацію розвитку та проблеми спортивної індустрії, і, нарешті, висуває новий шлях сприяння інноваційному розвитку спортивної індустрії. Довгостроковий розвиток спорту справив важливий вплив на процес історико-економічного розвитку кожної країни і зіграв певну роль у сприянні розвитку кожної країни. Спорт в процесі історичного економічного розвитку в різних країнах зіграв важливу роль, розвиток спорту та економічного розвитку може значною мірою діалектичної єдності, економічний розвиток є основою розвитку спорту, розвиток спорту може сприяти економічному розвитку, також може сприяти економічному розвитку, також певною мірою сприяти економічному будівництву, приносити певні економічні вигоди для країни. Духовне життя і матеріальне життя людей відіграє позитивну роль.

Ключові слова: спортивна індустрія, економічний розвиток, SWTO.

Formulation of the problem. The 2022 Beijing Winter Olympics will not only promote the large-scale development of the ice and snow industry in China, but also promote China's economic development. The sports industry has a prominent position in the social and economic structure, which can not only promote industrial integration and optimize the industrial structure, but also better promote innovative economic development and increase more employment opportunities. Sports industry mainly refers to the general term of meeting people's fitness and entertainment needs, all kinds of sports related units and individuals mainly engaged in the production and management of sports labor products through various sports related activities. The important characteristic of the new sports development is closely related to the economy, under the interaction of sports and economy formed the sports industry, sports industry of sports industry has become an important part of modern economic development, plays a very important role in social and economic development, the economic structure adjustment, promote economic growth, increase social employment has played a very important role. The steady development of sports, the formation of sports industry, providing a large number of sports products, sports services and similar sports economic activities for the society, is a comprehensive embodiment of sports equipment, sports facilities, sports performance, sports competition, sports fitness entertainment, sports equipment management, sports information exchange, sports training. The sports industry covers a lot of contents, which plays a very important role in promoting China's social and economic development. Therefore, on the basis of a thorough analysis of the influence of sports industry on economic development, this article explores how to better promote social and economic development with the help of sports industry.

According to the accounting of National Bureau of Statistics, the total scale of national sports industry was 2.2 trillion yuan, up 15.7% year on year; the added value was 781.1 billion yuan, up 20.6% year on year. Industrial added value accounted for less than 1% of GDP. In the 11 categories of the national sports industry, the total manufacturing output and added value of sports goods and related products were the largest, accounting for 61.4% of the total output. The total output and added value of sports services (except for 9 categories of sports goods and related products manufacturing and construction of sports facilities) accounted for 36.5% and 57%, respectively. In particular, the fitness

and leisure industry, guided by targeted policies, grew by 47.5%, the largest increase.

The aim of the study. Sports industry plays an important role in promoting the development of modern economy, and is the most dynamic new growth point in the modern economy, and will become an important force to promote the sustainable growth of China's economy. The development of sports economy in our country must make full use of economic benefits to promote social benefits, guide and regulate the interests of people, only the sports goods market, labor market, talent market, audience market, information market, lottery market, advertising market to build a complete structure, functional complementary sports market, can better promote the rapid development of sports economy in our country, and promote the development of modern economy in country. Therefore, it is of great significance to study the relationship between sports industry and economic development.

Material and methods of research. The main reason why the sports industry is classified into the economic sector is because of the positive contribution of the sports industry to the economic development of the country. With the development of social economy, many countries, especially some developed countries in North America and Western Europe, have regarded sports as one of the pillar industries of national economic development. According to relevant statistical survey data, the annual output value of the world sports industry has even reached \$600 billion, and the annual growth rate is even close to 20%. Relative to Europe and the United States and other developed countries, of course, some less developed countries and developing countries or because sports as the core industry has not been developed, or because sports products or services, or because the marketization of sports industry is not high the development of sports industry is relatively slow, with developed countries sports industry development has a big gap, such as China's sports industry because started late, so the development scale is relatively small, is still in the initial stage of development.

1. The development advantage of the sports industry. The development of sporting goods industry, as an indispensable part of the development of the Chinese people's life and cause, has always been highly valued by our party and the country. In 2017, the General Administration of Sport of China officially promulgated the 13th Five-Year Plan for the Development of the Sports Industry. The document aims at the new actual situation, new development tasks and

new development requirements of the social development of China's children's sports goods industry in China. For the development of China's sports industry into sustainable development power, the macro promotion of the sports industry to maintain rapid growth, for the sustainable development of China's economy has injected a strong power. Sports industry is a sunrise and green industry, with the characteristics of low resources, large elasticity of demand, wide range, high additional price of products, long industrial chain limit, strong driving force. At the same time, with the continuous development of the national economy in recent years, people's living standards, constantly improving the family living standards at the same time, engel coefficient on the basis of continuous improvement, entertainment, health and other pursuit of life also improve to a certain extent, sports industry is also developing to a certain extent.

2. The development disadvantage of the sports industry. Secondly, the development level of the sports industry, the lack of large enterprises and brands, no external conditions driving the development of the sports industry. Finally, the sports industry structure is deeply affected by other industries, and the sports education is generally backward, and the quality of sports professionals is generally low.

3. Development opportunities for the sports industry. Successfully held the Beijing Olympics in 2022, brought many opportunities for the sustainable development of our country sports industry, our country has more than 50 million modern ice and snow sports, and "drive 300 million people to participate in the ice and snow sports", in 2020 the national modern ice and snow sports industry comprehensive output value has reached 600 billion yuan, our country and the global modern ice and snow sports industry comprehensive output value has reached 1 trillion yuan. At the same time, the "Belt and Road" policy also brings more new cooperation for the development of the sports industry.

4. Development challenges of the sports industry. The scale of China's sports industry is growing slowly and lacks talent and market competitiveness, which is easy to be affected by the development concept of other industries. In the post-epidemic era, the performance of the sporting goods industry has decreased sharply. China has a large population base, is the world's second largest sporting goods consumer market, sporting goods manufacturing industry is the largest part of the sports industry, accelerating China's progress to a sporting goods manufac-

turing country. However, in order to cooperate with the epidemic prevention and control work, the normal resumption of work and production of sporting goods manufacturers during the epidemic period was affected, which directly caused a sharp decline in China's sporting goods products, signs of sporting goods manufacturing decline, and indirectly caused the failure of sporting goods sales performance.

Emphasizing the unresolved parts of the general problem. There are many opportunities for the development of sports industry, but there are also a series of restrictive factors. In the process of cultivating sports industry as a new growth point of national economy, these constraints must be fully considered.

1. The sports management system is backward and the market system is not perfect. The development of China's sports industry is quite backward, the sports market system is not perfect, the circulation of sports talent market is not smooth, the sports intermediary market is weak, and the brokers are scarce. The scale, operation level, capital, technology, talent and other aspects are very low. At present, the structure of sports products is still relatively single, and the development and utilization of sports intangible assets and the potential of related industries have not been fully played.

2. Talent is scarce. At present, China lacks the senior management talents who are widely familiar with the operation of the sports economy, understand the international sports industry process, and can transform the business opportunities of the sports industry into the industry so as to obtain the sports economic benefits.

Several problems existing in the development of China's sports industry:

1. Insufficient investment of the main body and incomplete market development. Although we have started to operate sports services, sports competition, sports lottery, but from the real sense of sports labor market, sports competition market, sports technology market, sports financial market is far away, our country sports market is still in the start and formation process, development, cultivating sports market task is quite difficult. As the market subject of each association (center), its relationship has not yet been straightened out, the degree of market participation is still shallow. Especially after joining the WTO, the internationalization trend of the sports industry is unstoppable. It is urgent to enhance the competitiveness of China's sports industry market and actively and steadily accelerate the industrialization process of training.

2. Industrial structure is not reasonable, and industrial development is unbalanced. The unreasonable industrial structure is mainly reflected in the lagging of core industry and the absence of intermediary industry. The lag of core industry refers to the development of sports goods industry, the development speed of health entertainment industry and competition performance industry is relatively slow. In the latter, the competition performance industry overall lags behind the fitness and entertainment industry. Due to the reform of economic and sports management system is not in place, the club system is not pushed in all projects, the competition performance market main body is not clear, competition television rights market price is far lower than the international market price, make the huge investment in economic sports without return, thus affect the social capital to professional sports flow. The core industry is the foundation of the whole sports industry and the driving force for the upgrading of the whole sports industry. If the development of fitness and entertainment industry and competition and performance industry lags behind for a long time, then the sports goods industry, as a peripheral industry, is impossible to have a significant improvement in the scale and efficiency. The absence of intermediary industry refers to that there is no sports brokerage industry with a certain scale and can provide high-quality professional services in the current structure of China's sports industry. Intermediary industry plays a very important role in connecting the past and the next in the sports industry chain. On the one hand, the absence of intermediary industry will cause insufficient development vitality of core industries and low efficiency. On the other hand, it will also affect the scale expansion of peripheral industries and the upgrading of efficiency. Although there are several companies specializing in sports brokerage business in China, but the scale and business level are low.

The imbalance of industrial development is mainly reflected in the imbalance between regions and projects. Due to the influence of economic, cultural, natural environment and ideology, Chinese society presents an obvious gap between urban and rural areas and east-west gap. Due to the differences in the popularity, economic level, appreciation and advertising value of various sports projects, the degree of entry into the market and the benefits of industrial development are also very different. For example, football, basketball, fitness and bodybuilding have formed; volleyball, table tennis and track, swimming and gymnastics have not been formed.

3. The legalization and standardization of sports market management need to be improved. Standardized and orderly market is the premise and guarantee of the steady development of the industry. China's sports market management is not high mainly reflected in China's sports industry has not covered a national industry management standards. Except for the preliminary attempt in some regions, it has not been started nationwide, and the management in many regions only stays in the simple review and licensing stage, without realizing the active and standardized whole-process industry management.

4. Lack of stable industrial development policies. Sports industry belongs to the tertiary industry, and sports consumption belongs to the final consumption of improving residents' living quality and cultural and physical quality. However, there is no clear policy to follow on how to increase sports expenses and use what policy means to encourage the society to run the sports industry and guide and expand sports consumption. The development status of China's sports industry urgently needs the state to formulate relevant policies to support the development of sports industry and cultivate the sports market. For example, how to regulate the commercial behavior of athletes from the perspective of sports industrialization. From the development of sports physical assets to intangible assets, we should not only reasonably and legally protect the rights and interests of state-owned and collective, but also legally and reasonably protect individual rights and interests. The "property rights" and other issues involved still need to be issued with relevant policies and regulations.

5. Lack of sports management talents. As the main force of the sports market, each sports management center (association) does not participate in the market. The big reason is the lack of management talents who understand the economy, law, sports and can manage, and the incentive mechanism of talent training is not perfect. In addition, the theoretical research and policy research lag behind, and the industrial direction and industrial policy are not very clear, which is also an important reason for the insufficient main body investment and the incomplete market development.

Conclusions and policy recommendations.

1. Change ideas and implement institutional reform. Since sports is an industry, it should be established and operated according to the modern enterprise system. While competitive sports are enterprise-oriented, we should also actively cultivate and develop the consumer market of mass sports, and establish the man-

agement system of mass sports and the operation mechanism of self-investment of mass sports. Sports operators should change their operation mode, accelerate the pace of adjustment and reorganization of enterprises, and form a reasonable operation scale. In addition, it is necessary to strengthen the technology and service marketing innovation of sports enterprises, and improve the related sports services.

2. The government has increased its support to vigorously develop the sports industry. Relevant departments should strengthen the development plans for the sports industry, strengthen policy guidance, implement the fiscal, tax, investment and financial support policies determined by the central government, relax the working conditions for sports business activities, and encourage various economic components to invest and operate in the sports industry. We will establish an investment and financing mechanism for sports development with diversified investment subjects and investment channels, expand the scale of the sports industry and raise the market-oriented level.

3. Improve the quality of all kinds of sports talents, and attach importance to the role of human resources. The development of sports undertakings depends more and more on the degree that sports workers use advanced theories to guide their work. "Science and technology revitalize the body", establish a joint mechanism of scientific research and training, scientific research provides paid services for sports teams, so that sports science and technology from public welfare to business oriented, facing the society, market oriented, demand oriented, participate in competition, and accelerate the commercialization of scientific and technological achievements. It should cooperate with relevant departments in relevant institutions to set up a sports information industry group and a "national network sports information system", and give full play to the advantages of information of text information, electronic information, film and television information and other media information to jointly develop the sports information industry.

REFERENCES:

1. Richard A Humphrey, Julie Lakomy (2003) An evaluation of pre-exercise screening questionnaires used within the health and fitness industry in the United Kingdom. *Physical Therapy in Sport*, 4(4).
2. Sergeev A.A., Trushina E.A. (2016) The development of sports industry in Russia. *Interaktivna Nauka*, (10).
3. Karen Danielle Magri Ferreira Razera, Bruno Ayres Razera (2017) Pokémon Go: uma análise da realidade como entretenimento. *ECCOM*, 8(16).
4. Kuang-Hua Hu, Fu-Hsiang Chen, Gwo-Hshiang Tzeng (2016) Evaluating the Improvement of Sustainability of Sports Industry Policy Based on MADM. *Sustainability*, 8(7).
5. Lin Zhuo, Xiangfeng Guan, Songzhong Ye. (2020) Quantitative Evaluation and Prediction Analysis of the Healthy and Sustainable Development of China's Sports Industry. *Sustainability*, 12(6).
6. M. Gartsman (1962) Means of reducing the production costs in the structural ceramic industry. *GLASS AND CERAMICS*, 18(12).
7. Marilou Ioakimidis, Alexandra Tripolitsioti (2006) Environmental responsibility in the sport industry: Why it makes sense. *Choregia*, 2(1-2).
8. Henryk Jagoda (2012) Association As A Legal Form Of Industry Business Associations. *Ekonomia i Prawo*, 11(4).
9. Xian Ghui Cong, Huaijin Liu (2019) The Cross-Boundary Integration Development of Internet+ Sports Industry. *Open Journal of Social Sciences*, 07(10).