

Research on the Competitiveness of China's Regional Leisure Sports Industry

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Abstract: Leisure sports is one of the new industrial forms of modern life in China, and it is still in its initial stage of development. How to build leisure sports industry vigorously, improve the comprehensive competitiveness of leisure sports industry constantly, and promote it to become the main form of people's daily leisure use, so as to promote the overall social and economic development of our country is a problem that the relevant departments in various regions need to focus on. This paper briefly expounds the competitiveness of regional leisure sports industry, analyzes the difficult problems in the development of regional leisure sports industry competitiveness in China, and probes into the construction path of regional leisure sports industry competitiveness in China, so as to continuously carry out regional leisure sports industry construction, and lay a solid foundation for the promotion and development of leisure sports industry competitiveness.

1. Regional Leisure Sports Industry Competitiveness

Since the 19th National Congress, China's socialist economic development has opened a new journey, a new era of development has come in an all-round way, people's attention has gradually shifted from the material basis to the level of quality of life and spiritual life, while regional development is also facing new challenges. Therefore, in order to continuously improve the competitiveness of the regional leisure sports industry and make it an important tool to meet the growing needs of the people's quality of life, it is necessary to vigorously carry out the construction of leisure sports infrastructure, formulate sound management standards, and propose policies to encourage the people to actively participate in leisure sports, thus creating a good leisure sports fashion, constantly improving the spiritual civilization and physical literacy of the people in our country, and laying the foundation for the vigorous development of our modern society.[1].

Industrial competitiveness is a form of productivity, which shows the competitiveness of the industry by providing services or products to the market, by measuring the quality, efficiency, and feedback in the market. With the rapid development of modern social economy, the competitiveness of industry is not only reflected in the industry, but also in the different regions of China.

The specific embodiment of regional leisure sports industry competitiveness in the period of competitiveness, which mainly refers to the quality, efficiency and market feedback of leisure sports products or services provided to the domestic market or international market, can be understood from the following aspects:

First of all, it is a relatively broad concept, just like the competitiveness of other industries, reflected in the macro perspective of regional leisure sports in the domestic and national competitiveness, in the micro perspective to reflect the product competitiveness of leisure sports[2].

Secondly, the competitiveness of leisure sports industry is a kind of comprehensive competitiveness. In order to improve this competitiveness, it is necessary to make clear the actual situation of different regions, give full play to the advantages of regional leisure sports industry development, and take advantage of their strengths and circumvent their weaknesses, so as to improve the comprehensive competitiveness of regional leisure sports. Therefore, to improve this competitiveness, we need not only to continuously improve the infrastructure capacity of the

regional leisure sports industry, but also to unite various departments and enterprise units in the region to fully mobilize social resources, so as to explore the development potential of industrial competitiveness.

2. China's Regional Leisure Sports Industry Competitiveness Development Problem

2.1. Uneven Industrial Development

Regional leisure sports is one of the important forms of people's daily leisure and entertainment life in various regions of modern society. Compared with traditional competitive sports, it can provide broad space and free participation form for people. At the present stage, combining with the actual situation of the development of leisure sports industry in different regions of our country, we can find that in the areas with high economic development level, leisure sports industry has strong competitiveness, in the areas with low economic development level, the construction of leisure sports infrastructure is insufficient and the management of regional competent departments is weak.[3].

2.2. Weak Foundation of Leisure Sports Industry

Compared with other developed countries, the construction of regional leisure sports infrastructure in China is not perfect enough to provide a good leisure sports environment and basic conditions for the people in various regions. Combined with the relevant investigation and analysis, in each city, the number of sports leisure areas set up within 1 km is less than 50%, which also hinders the promotion and development of the competitiveness of our regional leisure sports industry to a certain extent.

2.3. Lack of Professionals in the Leisure Sports Industry

In the past few decades, China's competitive sports has made some achievements and has been concerned by various countries in the world, which has laid the foundation for the development of China's leisure sports industry to a certain extent. However, considering all aspects of the situation, we can find that the lack of leisure sports culture in China, the lack of leisure sports professionals in the sports industry, at the same time, the training plan of sports professionals in colleges and universities in various regions is not in line with the strategic idea of vigorously developing leisure sports industry in China.[4].

3. The Construction Path of China's Regional Leisure Sports Industry Competitiveness

3.1. Innovation of Industrial Development to Create a Good Regional Leisure Sports Atmosphere

To construct the competitive system of regional leisure sports industry, the most basic is to create a good regional leisure sports atmosphere and build a regional leisure sports culture, so as to imperceptibly influence the ideological consciousness of the people in the region and urge the people to take the initiative to participate in leisure sports activities. Regional authorities should, in the light of the current development situation of the regional leisure sports industry, change the development trend, innovate the development methods, introduce scientific and technological means, increase publicity through various channels such as WeChat public number, small video, local TV station, regional official website, etc.[5].



Figure 1 Sculpture sketch of the city of sports leisure

3.2. Meeting the Diversified Needs of the Residents of the Region, Taking Into Account the Actual Situation Within the Region

In order to construct the competitive system of regional leisure sports industry, we should grasp the actual situation of the region closely, fully consider the actual situation of leisure sports within different regions, consider the difficulties and contradictions encountered in the process of people participating in leisure sports and developing leisure sports, so as to put forward the solution measures to promote the further development of regional leisure sports industry. According to the actual level of economic development and the income of the people, regional authorities should provide the people with the basis for participating in the consumption of leisure sports by improving the social security system, improving the medical insurance system, constructing a perfect old-age service system and establishing a sound youth development support system.



Figure 2 Leisure sports activities

3.3. Strengthen the Construction of Infrastructure and Build a Good Leisure Sports Production Environment

It is necessary to build a competitive system of regional leisure sports industry, but also to strengthen the construction of infrastructure, so as to build a good leisure sports environment, so that the people can experience harmonious, pleasant and superior leisure sports activities. According to the current situation of regional leisure sports construction, combined with the level of regional economic development, the regional competent departments should put forward clear goals for the development of leisure sports industry, improve the infrastructure in a planned and purposeful way, so as to provide the people with a good environment for leisure sports activities. In addition, it is necessary to give full play to the development characteristics and advantages of regional leisure regional industries, to carry out the construction of sports towns, sports urban areas and sports areas, to fully explore the leisure sports resources existing in the region, to build special

towns and to form brand effects, such as Lianjie Shipshihu Special Sports Town (Fig .3), Liujiagou Town Grape Tourism Special Town, Daxindian Equestrian Special Town, etc., so as to enhance the competitiveness of regional leisure sports industry[6].



Figure 3 Small town of Shihu special sports

3.4. Continuous Improvement of Industrial Management Mechanism to Promote Long-Term Development of Regional Leisure Sports Industry

It is necessary to construct the competitiveness system of regional leisure sports industry, and constantly improve the management mechanism to provide specific basis for the promotion and development of regional leisure sports industry competitiveness, so as to promote the long-term development of regional leisure sports industry. On the one hand, the competent departments of the region should put forward a clear, specific and comprehensive management system for the leisure sports industry, the scope of which includes: the cost of industrial products and services, quality, after-sale, etc.; the specifications, materials, standards, opening to the outside world, pattern, etc.; the development cycle, theme, undertaking units, etc. of leisure sports activities in the region. On the other hand, it is necessary to combine the regional leisure sports industry with education, tourism and cultural construction, and vigorously develop the joint industry, so as to realize the integration of leisure sports and many fields, and comprehensively enhance the competitiveness of the regional leisure sports industry.

4. Conclusion

To sum up, leisure sports is one of the important forms of development for our country to enter a new era and start a new journey. At the present stage, the development time of leisure sports is relatively short, and there are still uneven development, weak foundation and lack of professional talents. In order to develop the leisure sports industry and improve the competitiveness of the industry, we should start with infrastructure, people's needs, sports atmosphere, brand image, management mechanism and so on, comprehensively build a good leisure sports industry development system, integrate the leisure sports industry structure, promote the continuous improvement and development of the competitiveness of our regional leisure sports industry, and realize the new development of our socialist society.

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