

Comprehensive Quantitative and Optimization Analysis of China's Sports Industry Structure Based on Global Value Chain

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Abstract: Global value chain refers to the whole process of delivering a product or service to the final consumer to acquire value from the concept through different stages of research and development and production in the global scope. As a booming sunrise industry, the sports industry is facing a series of changes and adjustments and needs to adapt to the changes brought about by new technologies. Although each value link in the global value chain can be regarded as a continuous process in form, this complete and continuous value chain is actually separated by segments in the process of globalization. Sports industry has rich connotation, showing the characteristics of combination of sports and leisure. As a vigorous sunrise industry, sports industry is facing a series of changes and adjustments, which need to adapt to the changes brought by new technology. On this basis, this paper discusses the upgrading path of China's sports industry in the global value chain, and puts forward corresponding countermeasures and suggestions.

1. Introduction

Global value chain refers to the whole process of delivering a product or service to the final consumer to obtain value from the concept through different stages of research and development and production in the global scope [1]. With the development and rise of Internet technology, the integration of various industries and the Internet is showing a trend of rapid development. The combination of sports and high-tech technology has enabled the sports industry to gain more room for development, and at the same time has also promoted the progress of science and technology in the sports industry and the improvement of economic level in the sports industry [2]. Although each value link in the global value chain can be regarded as a continuous process in form, this complete and continuous value chain is actually separated by segments in the process of globalization [3]. Sports industry has rich connotation, showing the characteristics of combining sports with leisure. The sports industry should have certain freedom and free time as the premise, according to their own needs, cultivate their own taste and style of life, in order to relax the body and mind and obtain happiness for the purpose of sports form [4]. Sports industry grows in the soil of the socialist market economy, which has resulted in a certain scale of sports industry. It is closely related to social development and is the product of the times that caters to social development.

As a booming sunrise industry, sports industry is facing a series of changes and adjustments and needs to adapt to the changes brought about by new technologies [5]. Vigorously develop the sports service industry, and strive to change the situation of national sports industry development is single. An objective and comprehensive understanding of the basic situation of China's sports industry structure, a comprehensive quantitative analysis of the basic situation of China's sports industry structure, and on this basis, it is particularly important to put forward ideas and suggestions to optimize China's sports industry structure [6]. At present, China's sports industry in the global value chain has a large number of enterprises, small scale, poor strength, weak international competitiveness of products, lack of international well-known brands, restricting the industrial leap, which is not in line with the international standard system [7]. On this basis, this paper discusses the upgrading path of China's sports industry in the global value chain, and puts forward corresponding countermeasures and suggestions. From the perspective of global value chain, this paper analyzes the current situation and status of China's sports industry, and puts forward the path and Countermeasures for the upgrading of China's sports goods enterprises under the global value chain.

2. Connotation of Sports Industry Upgrade from the Perspective of Global Value Chain Theory

From the ontological attribute of the development of sports industry, it is developed on the basis of a certain economic and social degree and belongs to a service industry. From the perspective of global value chain, different sporting goods enterprises all over the world are engaged in activities from design, product development, production and manufacturing to marketing, consumption and after-sales service. Although the definitions of industrial upgrading are different among domestic scholars, they all reflect their common characteristics. Chinese enterprises must continuously improve their competitive advantages so that their international competitiveness, especially their ability to expand the international market and their ability to design, can be constantly improved. In the buyer-driven value chain, processing enterprises can accept the diffusion of technology, capital, knowledge and information from leading companies through interaction with leaders in the value chain [8]. With the increase of per capita disposable income and the improvement of people's awareness of sports fitness, people's consumption ability in sports is gradually strengthened. The international marketing mode of the enterprise has gradually expanded from processing with supplied materials and OEM to contract manufacturing including some design capabilities, and finally realized that the enterprise relies on its own brand to market its own research and development and expand the global market. With the continuous rise of people's living standards, people's demand for sports culture has reached a brand-new height in both types and quantity.

Internet big data entry can quickly and accurately find sports products for sports consumers and recommend products suitable for their uniqueness. For example, Table 1 lists the reasons why people are not willing to take part in sports activities and the problems that must be solved to take part in sports activities.

Table 1 Sorting survey results

Reasons for not willing to engage in sports activities	No sports facilities	Heavy work, physical and mental fatigue	I don't know how to exercise	No interest	Insufficient economic strength
Problems that must be solved in participating in sports activities	Have field equipment	Guided by someone	With economic conditions	With company	Overcome inertia
Sort	1	2	3	4	5

We should actively use the convenience brought by the Internet, and focus on the great convenience and new vitality brought by the current Internet to the sports industry. For sports goods manufacturing industry, different from the traditional production management mode, the development of Internet makes the production management more visual. With the acceleration of the socialization process, people's living standards have gradually improved. People's demand for the network has reached a new height both in quantity and quality. The high value-added part of the global value chain is increasingly concentrated in research, development, design, brand marketing and other non productive links [9]. From the organizational level, the industrial upgrading under the global value chain is mostly carried out by the interaction and learning between the processing enterprises and the leading companies, and realized through different organizational connections. Sports industry behavior is the end of sports industry model or the result of action, which is the variable in the research. The ultimate goal of sports industry behavior is to let individuals get positive health results. Processing enterprises often lack the information and channels to enter the international market. The orders of leading companies become the resources they compete for. Their dependence on leading companies makes them lose the initiative to develop to the high end of

the value chain.

3. Optimization Model for Upgrading and Developing China's Sports Industry

With the gradual expansion of the industrial scale and the continuous expansion of the scope of activities, the Internet has undoubtedly injected new vitality into it and provided various possibilities for sports industry activities with the help of new technological means. How to judge the position of China's sporting goods processing industry in the global value chain division of labor and how to predict the future trend in the global value chain is still a controversial issue. The sports industry should take brand strategy and brand strategy as its main line. Global sports brands and global entrepreneurs are all very focused on entering the Chinese market, so this provides us with a good opportunity. Most sporting goods enterprises in our country only connect with lower suppliers when they produce for foreign parties. They should try their best to contact leading manufacturers in the sporting goods value chain in order to gain advanced management experience and technology and lay the foundation for further upgrading. Global value chain can be divided into producer-driven value chain and buyer-driven value chain according to the role of leaders.

The most important industry in China's sports industry is the sports manufacturing industry in terms of both the number of employees and the scale it occupies. Such an industrial structure can ensure the steady development of China's sports industry. At present, the relatively insufficient demand and quantity of sports industry instructors is still a prominent contradiction. Table 2, for example, is a survey of the desire rate of sports industry guidance.

Table 2 Survey on the sub-prime wish rate of sports industry guidance

Option	Frequency	Sort
Establish sports facilities in the community	65.2	1
Open stadiums and reasonable charges as much as possible	43.5	2
There should be a special person to guide the development of physical exercise	42.6	3
Strengthen the propaganda and report on the methods of physical knowledge exercise	39.7	4

Sports venues are the most important venues for competitive sports competitions and mass sports entertainment and recreation in China, and are also an important part of the sports industry. Sports manufacturing industry is the most important component of China's sports industry. The great development of sports manufacturing industry can effectively ensure the steady development of China's sports industry. China's sporting goods enterprises should get closer to leading manufacturers and brand marketers in order to obtain more knowledge transfer and realize industrial upgrading faster. Science and technology are the primary productive forces. If enterprises want to take the road of sustainable development, they must continuously develop high-tech products and improve their independent innovation ability [10]. If Chinese enterprises have high independent research and development capability, they can occupy the high end of the global value chain and earn more production profits. Therefore, China's sporting goods enterprises should continuously introduce foreign designers, improve the design level, strengthen research and development investment, and improve their independent research and development capabilities. With the development of the world economy up to now, it has entered a period of brand competition. If sporting goods enterprises do not have a strong international brand, it is a major weakness and a major obstacle that must be broken through for industrial upgrading. First of all, enterprises should take a strategic view of research and development, ensure the investment of research and

development funds, allow the risks brought by research and development, and effectively stimulate the spirit of innovation.

4. Conclusion

Sports manufacturing industry is the most important component of China's sports industry. The great development of sports manufacturing industry can effectively ensure the steady development of China's sports industry. As a latecomer, China's sporting goods enterprises have to start from the link with the lowest value added and the lowest profit in the global value chain. China's sporting goods enterprises should get closer to leading manufacturers and brand marketers in order to obtain more knowledge transfer and realize industrial upgrading faster. Science and technology are the primary productive forces. If enterprises want to take the road of sustainable development, they must continuously develop high-tech products and improve their independent innovation capability. In the global sporting goods value chain, design and marketing are at the high end of the value chain, while production and processing are at the low end of the price chain. As a latecomer, China's sporting goods enterprises have to start from the lowest value-added and lowest profit link in the global value chain. In the global value chain, design and marketing are at the high end of the value chain, while production and processing are at the low end of the price chain. Since the development of the world economy, it has entered a period of brand competition. If the sporting goods enterprises do not have a strong international brand, it is a major weakness and a major obstacle to industrial upgrading.

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