

The Driving Factor and Operation Mode of the Integration of the Sports Industry and the Old-age Industry

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Abstract: As an industry, the development of old-age care starts late in China. Because of the large investment and the lagging return, the traditional old-age industry model is insufficient, and the industry remodeling is inevitable. Industrial convergence is one of the trends of global economic development in the 21st century. In recent years, the integration and development of sports and related industries in China has played an important role in realizing the comprehensive benefits of sports industry and in the process of transformation and upgrading of related industries. This paper first analyzed the driving factors of the amalgamation and development of the sports industry and the old-age industry, and then studied the operation mode of the integration and development of the sports industry and the old-age industry.

1. An Analysis of the Reasons for the Integration and Development of Sports Industry and Old-age Industry

1.1. Drives of competitive behavior in enterprises

According to Chandler's theory, the behavior orientation of sports enterprises and old-age enterprises will drive the formation and development of sports old-age industry. On the one hand, the traditional old-age industry has a strong desire for innovation and transformation because of its large investment, slow returns, fierce competition, relatively stable profits or beginning to decline. Therefore, some high-quality old-age enterprises choose the suppliers of sports fitness elements to provide innovative sports fitness old-age products, and win through diversified management in the competition. On the other hand, the powerful lever to promote industrial progress is the enterprise's pursuit of profit. A new type of industry after the integration of sports industry and old-age industry is sports and old-age industry. Because of its rich profit space and high added value, it can attract sports enterprises and old-age enterprises to enter the sports and old-age market quickly, thus further promote the continuous integration and growth of sports and old-age industry ^[1].

1.2. Drives of the consumption demand of the elderly

The changes in the content and structure of the elderly's consumption demand urge the elderly to have a market demand for sports and fitness for the aged. This has attracted some intermediary organizations, enterprises and investors to start taking the initiative to enter the sports and old-age development points. They become the providers of the sports and old-age industry. Out of respect interests, they restrict each other and cooperate with each other to promote the formation and improvement of sports fitness and old-age circle. The customers of the sports and old-age industry are the new elderly people whose preferences have changed. The change of their demand for sports fitness and old-age consumption plays a key role in the transformation and development of the old-age industry and the integration with the sports industry.

1.3. Government-led drives

Although the government is the external motive factor of industry integration, it is an important help of integration development. It will affect every link in the development of sports industry and old-age industry. Its driving effect is as follows: First, the government builds a platform for the integration and development of the sports industry and the old-age industry; second, the government

has a coordinated planning and policy guidance role to the sports industry and the old-age industry^[2]. The government's development plan and investment decision will attract investors to invest in sports fitness and old-age service facilities as well as sports and old-age products with obvious economic benefits.

1.4. The drives of the development of intermediary institutions

The development of sports and old-age industry are not only benefit from the role of core enterprises, but also need a large number of sports and old-age industry associated with intermediary support, such as high-quality marketing teams, industry associations, academic research institutions and personnel training institutions, etc. Compared with the traditional old-age industry, the comparative advantage of the sports old-age industry is mainly based on the sports activities of the elderly. The basic factor that can attract the elderly is the driving force brought by the difference with the traditional sports fitness. The source of these differences is the workers in these agencies. The continuous development of intermediary organizations has created opportunities for the integration of sports industry and old-age industry.

1.5. Drives of market mechanism

Market mechanism is the main transmission mechanism in the integration of sports industry and old-age industry. Adjust the spatial pattern according to the allocation of resources and price mechanism. Through the market demand for sports and old-age products, we should form small sports fitness and old-age service points in a certain region, and then develop into a sports fitness and old-age circle. This is a process that product and market constantly adjust and adapt to be perfect. Once the sports and old-age service area is formed, its self-enhancement mechanism will be produced, and the elderly will be constantly attracted to this experience, forming a sports and old-age products and services consumption market, and constantly increasing and expanding the demand for products and services. It can be seen from this process that under the influence of market impetus, the sports industry and the old-age industry break through the fragmentation formed by the industry itself, and then reduce the transaction cost, and finally form a sustainable competitive advantage^[3].

2. The Operation Mode of the Integration and Development of Sports Industry and Old-age Industry

2.1. Integration of sports and old-age circle

Sports and old-age circle integration operation mode is to achieve the best social and economic benefits, which is a collaboration with a certain area of integration and geographical scope regarding the sports and fitness resources of the elderly as core part. Moreover, it carries on the intensive packaging and the organic integration to the sports fitness factor and the old-age service element in the region, then centrally display to the old people through some kind of carrier. This operation mode is intensive management and development mode. Its ultimate goal is the elderly sports fitness development and intensive utilization, development of sports old-age industry on a large scale and standardization of sports and old-age industry. For example, the elderly sports tourism area is such mode. The successful operation of this operation mode will make the function of sports fitness and the function of providing for the aged more reasonable in the functional area of the circle, and be more beneficial to the integration of the sports and fitness resources of the elderly in the circle of the aged. This is the effective transformation of the advantages of sports and old-age resources to the competitive advantages of sports and old-age, which is the best choice for the region with the endowment of sports tourism resources for the elderly. For example, "Huangshan, which enjoys the double heritage of world nature and culture and the reputation of world geopark", is a perfect combination of sports, old-age and tourism in the project development of Huangshan Dragon ethnic Group in China. This mode urges the three industries to pull each other and push forward each other to form a fast developing and sustainable enterprise management pattern.

2.2. Development and operation mode of sports and old-age project

The basic idea of developing and integrating the operation mode of sports old-age project is to integrate the characteristic excellent sports resources with the relevant elements such as treatment, rehabilitation, recuperation and so on. Through technical innovation and creative planning, we design and package the health care and old-age care project for the elderly, and then show the project to consumers in the market-oriented operation, and through the way of project management to foster growth. Thus realize the social value and economic value of the project. Through technical innovation and creative planning, we design and package the health care and old-age care project for the elderly, and then show the project to consumers in the market-oriented operation, and foster growth through the way of project management. Thus realize the social value and economic value of the project. For example, in the project development of sports industry expopark in Linyi city, Shandong of Shanghai Yingxi group has built 50,000 square meters rehabilitation recuperation center, which mainly adopts the operation mode of combining treatment, rehabilitation and recuperation to provide health support base for consumers. In this mode of operation, we can aim at athletes' rehabilitation recuperation resources and the existence of old-age service market to demonstrate the charm of the organic integration of the sports industry and the old-age industry released by the sports old-age service projects by providing various functional recuperation places and health care bases for the aged. This improves the popularity, competitiveness and overall image of the old-age service destination in the domestic and foreign market, shaping the characteristic image of the old-age service destination, and injecting new vitality into the local sports and old-age economy.

2.3. Festival and exhibition promotion mode of sports and old-age industry

Festival and exhibition promotion mode of Sports and old-age industry achieves the integration of sports and old-age care through the reorganization of industrial activities, which mainly uses sports fitness activities as the theme, including a variety of elderly festival activities, elderly performing activities and elderly exhibition activities. Through the integration and reorganization of related industrial activities, such as old-age service points and folk sports, the characteristics of sports old-age support can be demonstrated to realize the organic integration of sports industry and old-age industry. Modern old-age service can use traditional national festivals to carry out large-scale festival sports activities in the old-age service areas through folk sports activities. At the same time, we can carry out the elderly sports performing arts activities and the elderly sports exhibition activities, and the mode of the elderly festivals adding sports performing arts exhibition can be formed through the planning of market-oriented operation. For example, in Gansu Province, the main participants are the elderly, who are the main participants in the social fire festival and sports activities in Huanxian County, Gansu Province. There are many kinds of performance contents and flexible forms in the sports activities of the social fire festival, which can not only promote the national fitness, but also is an effective way to promote the development of regional economy. This mode relies on the platform for festivals, performing arts and exhibitions^[4]. Through integrating and reorganizing the performing forms of resource and industrial activities of sports industry, old-age industry and various interactive sports programs or activities for the elderly, the rapid development of sports industry and old-age industry was achieved. This created a new form of sports and old-age industry.

2.4. The innovative attraction mode of sports and old-age products

Under the situation that local economic conditions, sports and fitness resources for the elderly are not very prominent, the innovative attraction mode of sports and old-age products makes use of current events and digging up the resources of sports and physical activities for the elderly to carry out the development of innovative products through innovation of sports and old-age products and services, so that to meet the diverse needs of older consumers. Traditional old-age institutions provide the elderly with food, living care, hygiene, health management and so on. However, sports and recreation activities are often monotonous and lack of sports and fitness activities to attract the

interactive participation of the elderly. In this mode, we can use different ways of industrial integration to create the traditional old-age service as the old-age products with the vitality and characteristics of the times to the elderly through the sports industry related resources and high-tech means. In order to increase the attraction to the elderly and bring vitality and shock to the new old-age institutions, the traditional old-age institutions should be transformed into innovative sports fitness old-age service institutions. For example, the Shanghai Qin Heyuan elderly apartment is suitable for the elderly with complete supporting facilities, including the gatecourt, mini golf course and dance square, etc. It works with Shanghai University of the Elderly to offer sports classes. The innovation mode of sports and old-age products can not only promotes the quality of local pension industry expansion, but also meets the increasing needs of the elderly sports fitness experience.

3. Conclusions

Under the background of the national policy of speeding up the development of sports industry to promote sports consumption and to accelerate the development of living service industry, it is more and more necessary for the elderly consumer group to integrate sports industry and old-age industry to form new forms of business and innovative products. Through the analysis and discussion of the motive and operation mode of sports industry and old-age industry, the paper put forward some countermeasures to promote the effective operation of sports industry and old-age industry. Of course, there must be a lot of different problems in practice. However, under the background of severe aging situation in China, the integration of sports industry and old-age care industry to form a new pattern must be the correct way to deal with this severe situation.

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