

Research on the Coupling Development of Sports and Leisure Cities in the Rise and Developing Process of the Central Region

Zhibin Liu¹, Fachang Chen²

¹Jiangxi Science and Technology Normal University, Nanchang, China

²Jiangxi Biotech Vocational College, Nanchang, China

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Abstract: The construction of sports and leisure cities is the product of current economic development. With the development of economy and the continuous improvement of material living standards, people pay unprecedented attention to health. The construction of sports and leisure cities can not only alleviate the demand for urban public sports facilities, but also promote more people to participate in national fitness activities. After a thorough analysis of the country's strategic plan for the rise of the central region, Nanchang is endowed with unique conditions for the establishment of sports and leisure city. This paper explores the relationship between the rising cities in the central region and coupling development of sports and leisure cities. At the same time, this paper also gives suggestions for the development of Nanchang and the coupling development of sports and leisure cities.

1. Introduction

In 2006, the Central Committee of the Communist Party of China and the State Council first mentioned and issued Some Opinions on the Rise of the Central Region. Since then, with the rapid economic development of the central region, people's living standards have been greatly improved. In 2016, the National Development and Reform Commission issued the 13th Five-Year Plan for supporting the rise of the central region, clearly pointing out that it supported and promoted the status of provincial capitals such as Nanchang. In recent years, China's economy has enjoyed a rapid development and people's material living standards have been gradually improved. There are further demands for the material and spiritual culture of a better life. More people pay attention to the healthy development of body and mind. For urban residents in Nanchang, physical and mental exercise in their leisure time has become an indispensable part of their lives. On this basis, the construction of public sports facilities and the improvement of public sports service level are becoming increasingly important. In order to continuously improve the level of sports public service, create a good living environment, improve the life quality of citizens, let people share the achievements of development, keep the vigorous and sustainable development of city, effectively enhance the city's taste and people's sense of acquisition, health is more and more concerned by modern people. The construction of sports and leisure cities seems ready to come out at our calls.

Sports and leisure city refers to the process of urban construction and development, not only attaching importance to the development of urban sports, but also increasing support for mass sports, so as to improve the level of urban public sports services and meet the needs of people's daily leisure sports. The coupling development of Nanchang with sports and leisure cities will inevitably produce a win-win effect of common development. Zhang Li (2015), in Statistical Classification of National Sports Industry emphasizes the integration of sports and culture, education, tourism, health and other industries, which would promote economic development. Chen Entang (2015) believes that sports industry is not an independent industry, whose existence and development complement each other with economic development. Sports and leisure industry is now a green sunrise industry. How to couple Nanchang with sports and leisure city is worth thinking deeply.

2. Interrelationship between Rising Cities in the Central Region and the Coupling Development of Sports and Leisure Cities

As the capital of Jiangxi Province, Nanchang has the fastest economic development speed in the province. People's income and consumption levels have also undergone significant changes, "Well-off Society" has also arrived. In the spare time, people pay more and more attention to the healthy development of physical and mental health, therefore, the construction of sports and leisure cities has ushered in a golden period of development. The coupling of urban construction and construction of sports and leisure cities in the central region is an objective and necessary condition. It is the product of social and economic development and the natural choice of people's life and behavior change. The coupling and coordinated development of urban construction and sports and leisure cities is a win-win situation in which two different individuals are integrated to achieve a common development. The urban construction of Nanchang is not only the economic construction, but also the development of culture, science and technology, education and sports. Sports, as an important part of urban development, is an important indicator to highlight the comprehensive strength and taste of the city. The frequency of international sports exchanges is the standard to measure the professional internationalization of metropolis as well as the basis to measure the economic status of cities. In international metropolises, such as New York, Paris, London and other cities, sports have been fully integrated into the urban economy. In 2008, Beijing hosted the world-famous Olympic Games for the first time. During this period, Beijing showcased to the whole world China's unique features, capital style, market and other stages which greatly promoted all-round exchanges and cooperation between Beijing and the world, significantly improved Beijing's modern internationalization level, and enhanced Beijing's city brand and sports influence. The strength has been greatly increased. In 2002, Shanghai proposed to build Shanghai into a first-class sports center city in Asia and to build an international sports center city in 2003. In 2010, Guangzhou proposed to construct a national first-class sports city. From this, we can see that the construction of sports and leisure city in Nanchang will greatly enhance the status of the city and provide a strong driving force for the strategy of the rise of the central region.

3. Strategies for the Coupling Development of Nanchang and Sports and Leisure City

3.1 Promote the Development of Sports Industry and the Construction of International Business and Industry Center

3.1.1 Transform government functions and regulate sports market behavior

At present, the main functions of the government in the sports market are the order management, the regulation and control of the operation of sports market economy, the sports market security system and the general sports public service. The functions are independent and interrelated. It is required that a sound industrial management mechanism be established in an orderly manner, and the functions and powers of various departments be implemented. It is not only necessary to strictly control the production of market, but also to gradually improve the behavior of sales and services. The safety management of sports project management should be prevented from being neglected, and the professional skills needs to be guaranteed. To deal with the sports service industry, it is essential to be well organized. Not only the relevant sports service standards should be improved, but also the sports skill appraisal system should be stressed, so as to improve the current sports service level. While supporting individual sports business, we should also strengthen the inspection of sports market, rectify the irregular and illegal market, ensure the fairness of sports market competition, protect the legitimate rights and interests of consumers, healthily construct leisure sports city market, and standardize the behavior of sports market.

3.1.2 Further readjust the industrial structure of sports and expand the scale of sports noumenon industry

Taking the development of international urban sports as an example, the core content of sports

industry is mainly supported by sports fitness and entertainment industry and sports competition and performance industry, which is also the noumenon industry of sports. For the long-term development goal of sports industry in Nanchang, the current development of sports fitness and entertainment industry and sports competition and performance industry is not optimistic. The competent department of sports in Nanchang is required to adjust and optimize the current industrial structure, expand the scale of sports ontology industry on the basis of the original one, and turn the focus of current sports development to sports fitness and leisure industry, sports competition and performance industry, so as to promote the industry cluster such as sports exhibition, sports media, sports animation and industry chain related to culture, tourism and so on. It is an important opportunity to promote the development of ontology industry in Nanchang, as well as an essential indicator to enhance the urban construction and development in the central region, playing a great role in promoting the construction of sports and leisure city in Nanchang.

3.2 Turn Management to Services and Encourage Social Input

The government serves the people, and service is the central task of the government. It follows the market-oriented and government-guided principle, and strives to establish a good social input. In the investigation of the current situation of China's sports market, it is found that the concept of China's sports market needs to be upgraded, and the environment of sports market needs to be optimized. The prosperity of sports market is not a single market but a win-win cooperative partner. What an administrative department really needs to change is the existing mode. The first thing is to strengthen the service consciousness, establish a sound training and assessment mechanism, conduct an all-round professional training for administrative service personnel, and cultivate the service consciousness of administrative staff consciously. Meanwhile, it is also essential to simplify the redundant institutions, clarify the responsibilities of various departments, standardize their behavior, and improve their work efficiency, so as to add an orderly operation mechanism to the market. The existing sports service industry should be well managed, the investment in sports market should be increased, and more social investment should be added.

3.3 Promote the Scientific Research Level and International Integration

For a country, innovation is an inexhaustible motive force for progress, reform is a booster for the takeoff, and science and technology is the primary productive force. Managers of sports science and technology in Nanchang are expected to establish a sound specialized management organization for sports science and technology work, and study and formulate a feasible science and technology plan in line with the development of Nanchang. Only by establishing a sound and open system and bringing it into line with the international standards can it be helpful for Nanchang to integrate with the world's economy, science and technology, sports hardware and information. The current management system of sports science and technology in Nanchang restricts the development of local sports science and technology to a certain extent. Therefore, only by formulating suitable strategies for the development of sports in Nanchang and integrating existing resources, can Nanchang stand out in the future construction of sports and leisure cities. In addition, to deepen the reform of sports science and technology system in an all-round way, it is of great necessity to actively participate in international academic exchanges. The development of China's "One Belt and One Road" is conducive to the exchange of sports technology, providing us with a good precondition in the wave of globalization of sports technology.

3.4 Seek Development, Promote Construction and Keep Healthy

In recent years, Nanchang has increased the proportion of investment in sports, but the development of social sports is still weak. The main reason is that the sources of social sports funds are relatively single. The government is the main body of social sports development, while the social income mainly depends on sports lottery. In order to develop, while guaranteeing the basic sports services for the general public, the government is asked not only to increase the proportion of funds invested in social sports, but also to formulate corresponding management measures to attract foreign funds to participate in urban sports construction. Development is not achieved overnight,

but requires firm beliefs and formulation of a good policy to attract investment. Moreover, enterprises, institutions and schools are encouraged to open their stadiums and gymnasiums to the public. Although sports facilities in Nanchang have been increasing in recent years, the gap between them and those of first-tier cities is still large. People's demand for physical fitness is growing, but sports facilities are in straitened circumstances. Each unit may open all venues and facilities to the public from conditionally and restrictedly to unconditionally and unrestrictedly.

3.5 Perfect the Network of Social Sports Organizations

The advantages and disadvantages of urban sports development are mainly based on social sports organizations to carry out social sports work. They are also a key link in the establishment of sports and leisure city in Nanchang. In the establishment of social sports organizations, it is necessary to form a social sports organization system in which point-to-area and point-to-area combination are the guidance, social sports organizations are the structural framework, government organization is the leading factor, each department is ensured to do the best work, social sports center is the leader, individual sports associations are the main line, sports clubs and regional sites are the basis, schools, communities and towns are the focus, basic level professional (part-time) mass sports cadres, national physical fitness monitors and social sports instructors are the backbone, and national fitness service volunteers are the assistants. It is also vital to mobilize the existing social sports instructors to participate in the urban sports service, realize the sharing of social sports talents, further establish and improve the social sports instructor system, and enhance the status of social sports instructors, so that social sports instructors will become the profession that the masses yearn for. Students majoring in physical education are encouraged to devote themselves to the front-line work of social sports to make up for the shortage of social sports instructors. It is also feasible to organize and establish social sports volunteer service team, attract sports stars as the backbone members of the volunteer service team with city effect, mobilize and call on people from all walks of life to participate in national fitness, and make social sports volunteer service team become the main force of sports and leisure city in Nanchang. In addition, it is suggested to support and encourage the development of social sports clubs, give priority to the evaluation of social sports clubs, give full play to the enthusiasm of social sports clubs, and lay a solid foundation for the construction of sports and leisure city in Nanchang.

4. Conclusion

To sum up, the development strategy of the central region is a golden opportunity to upgrade and develop Jiangxi's economy, seize the opportunity to meet the challenges, and strive unremittingly for the construction of sports and leisure city in Nanchang.

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