

Path Analysis of China's Sports Industry to Promote Economic Development under the "One Belt and One Way" Pattern

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Abstract: Based on the research methods of literature, field investigation, induction and mathematical statistics, from the current transition of the world economy to the new globalization stage, this paper discusses the research trends of sports industry promoting economic development, analyzes the general situation of economic development along the "one belt along the way", and the characteristics of the sports industry promoting the development path of the economic development, and points out the countries along the belt. Conditions for the promotion of economic development by the education industry. This paper argues that the key to enhance the competitive environment of sports industry in China and developed countries lies in the upgrading of the value added position of the global value chain implemented by the sports industry relying on the development strategy of "one belt and one road".

1. Introduction

With the development of world economy, politics and culture, the forms of economic and trade in the world have changed significantly. The old globalization dominated by the technical elements of steam revolution and the institutional factors of Global trade rules represented by GATT has gradually transited to the new globalization stage of ICT revolutionary technology and WTO representative system. The essence of new globalization economic and trade competition is the competition mode of added value share of global value chain. According to the economist Baldwin, the boundary of enterprise competitiveness is defined by multinational corporations operating international production networks, which indicates that the competition mode of global value chain has changed fundamentally, and has changed from the stage of value-added share competition to the stage of value-added position upgrade competition. This upgrading of value-added position in the value chain has led to global competition between developed economies and China, which represents the factory end of the global value chain of emerging economies. Based on this, in September 2013 and October, Chinese President leader put forward a cooperation initiative to build "New Silk Road Economic Belt" and "twenty-first Century Maritime Silk Road", namely "OBAOR" development and construction. Under this situation, in the field of sports industry, as an important part of the third industry, it is of great practical significance to adjust the structure of China's sports industry, expand the new path of China's sports industry upgrading, and promote domestic economic growth by taking the opportunity of economic development strategy of "one belt and one road", which is undoubtedly of practical significance for the sustainable development of China's sports industry.

2. A Review of the Academic History and Research Trends of Sports Industry Promoting Economic Development

Sports industry and economic development have been widely concerned by scholars, and sports industry to promote economic development is the focus of research. There have been a large number of scholars from the sports industry to promote economic development mechanism, sports production and urban economic development, the status of China's sports industry in the national economy, the relationship between sports industry development and economic growth, one by one. National sports industry along the road promotes economic development and other aspects of sports

industry to promote economic development related research. In October 20, 2014, the national fitness strategy was upgraded to national strategy. In March 28, 2015, “one belt and one road” became the national strategy. To enhance the comprehensive competitiveness of China’s sports industry, we must comply with the economic advantages brought by the “one belt and one way” economic level, and improve the current sports industry’s predicament. However, the current sports industry to promote economic development research often ignore the different conditions of sports industry promoting economic development in the countries along the belt, and most of the policy recommendations are lack of practical operation. Therefore, in order to make full use of the economic resources characteristics of the countries along the “one belt and one road”, we can draw inspiration from the national complementary nature of the sports industry’s promotion of economic development and conditional heterogeneity, and further clarify the driving mechanism and mechanism of the sports industry’s promotion of economic development.

Sports is the model of comprehensive strength and soft power of the country, and sports industry is the main component of sports undertakings. It has significant economic value in expanding social investment demand and resident consumption demand, and improving economic growth rate. Up to now, foreign research on sports industry promoting economic development has focused on the Enlightenment of sports industry development model, development characteristics, statistical index system and economic policy of developed countries. Domestic research mainly focuses on the correlation between sports industry and regional economic development, the economic analysis of industrial policy, and sustainable development. In addition, the scale, economy and sustainability of sports industry supply along the route are the key factors for the development of sports industrialization in China. Therefore, the sports industry supply route along the route is also one of the focuses of scholars at home and abroad. At present, most of the research focuses on the integration of the strategic layout and the sports industry, global value chain upgrading, development opportunities and countermeasures, etc. Few scholars have gone deep into the complex relationship between the interests of all the countries along the belt and the sports industry. Therefore, sports industry is the core stakeholder in the coordinated development of the domestic sports industry and the other countries along the line. Whether the enterprises really benefit from the national strategy of the belt and road, whether it integrates and promotes the upgrading of domestic sports industry cluster and value chain is the key to sports industry and economic development. In view of the fact that the main business entities in the sports industry are both the beginning and the terminal of the industry chain and the middlemen in the industry chain, the balance between the economic environment and the investment cost of the different countries along the route determines the scale and rate of the mutual promotion between the two.

To sum up, scholars at home and abroad lack pertinence in the study of sports industry promoting economic development. There is a lack of research on promoting the scale and value chain upgrading of sports industry in the countries along the belt. There are few studies on exhibition. From the perspective of sports industry to promote the coordinated development of economy, this paper studies the conditions for promoting economic development, the promotion of economic development, the interest distribution rights and interests of various industrial entities, and related industrial policies along the route of all the countries along the belt, so as to ensure the coordinated development of sports industry and promote the steady and rapid development of domestic economy. There are few deficiencies in research.

3. The Promotion of Sports Industry to Economic Development along the “One Belt And One Road” Country

3.1. Economic Development of the Countries along the Belt and Road

From the perspective of the covered areas, the “one belt and one way” includes countries such as Southeast Asia, South Asia, Western Asia, central and Eastern Europe and North Africa. These countries cover about 38% of the world’s land area and 62% of the total population, but only 31% of the world’s GDP [1]. According to the world bank standard of GNP, most of the countries along

the “belt and road” are middle-income countries, involving only 65 countries in the “one belt and one road” area, and only 18 countries rank among the developed countries. A further comparative analysis of the economic growth of 65 countries over the past more than 10 years shows that the level of economic development of the countries along the “belt and road” is at a relatively low level, mostly in developing countries. The GDP growth rate in the past three years is 3.5%, slightly higher than the average growth rate of 2.5% in the world [2]; From the perspective of linking the international trade of the countries along the border, based on the schematic map of “one belt and one road” cooperation, we will greatly enhance the growth of global economic trade through the establishment of the Sino Mongolia Russian Economic Cooperation Corridor, the China Central Asia West Asia cooperation economic corridor and the China south central Peninsula Economic Cooperation Corridor. According to the three situation trading views analyzed by Joanna Konings, a senior economist in Holland, the auxiliary cost of transport and trade has been affecting and restricting international trade. The “one belt and one way” trade strategy will push the trade cost down by 50%. Among them, China, Russia, Poland and Belarus are direct beneficiaries on Eurasian Economic Cooperation corridors. All countries along the belt will benefit from trade cooperation and drive global trade growth by 4% [3].

3.2. Characteristics of the Evolution Path of Sports Industry Promoting Economic Development along the “One Belt and One Road” Country

The strategy of “one belt and one road” is the road of prosperity, shared and win-win development of the world economy put forward by our leadership. Under this grand blueprint, sports without borders and the integration of cross-regional, cross-cultural and cross-field development of sports industry have become and are becoming a new economic growth point of national economy in all countries of the world. From the perspective of the development prospects and comprehensive strength of China’s sports industry, combined with the basic economic characteristics, economic structure, economic growth driving force and major economic problems of the countries along the belt and road, the characteristics of the evolution path of China’s sports industry and the “one belt and one road” country’s mutually promoting economic development are mainly concentrated on the following aspects:

3.2.1. Internet + Sports Emerging Industries Convergence Format

“Internet +” is a new form of Internet development. It integrates traditional industries with Internet as its framework, big data as its engine and intelligent technology as its driving force. It also leads to a new technological revolution in the competition of traditional industries. Every progress of traditional industries depends on the industrial innovation and upgrading promoted by new technologies. Under the new integration mode of “Internet + sports industry”, first of all, China’s “Internet + sports industry”, a newly emerging industry, shows explosive development. It has evolved to an export-oriented market to promote mutual benefit and win-win situation. Secondly, under the pilot practice mode of “Internet + sports” industry in China and Europe, the Internet plus “one belt and one road” along the line has been fully rolled out. The integration of sports industry has laid the foundation, and has provided a brand new engine for boosting sports industry inside and along with the development of inner drive economy. According to statistics, with the multi regionalization of the bilateral and multilateral cross-border information construction projects along the Silk Road, with the help of the trunk line network and air information channel of the cross border construction of the countries along the border, the cooperation between China and the countries along the “one belt and one road” in the field of sports industry has shown the characteristics of evolution in the form of the Internet, and the investment layout is no longer just focusing on the traditional sports infrastructure investment. Investment in sports goods manufacturing industry, but in the extension of the national information network along the line, continue to vigorously develop sports tourism and sports event performance industry under the Internet media. For example, the intelligent industrial ecological chain of “Internet + sports tourism” developed by China and other countries along the route.

3.2.2. Cross-Penetration Investment Model of Sports Infrastructure Resources and Facilities

To explore the mode of cooperation and investment in sports industry along the “one belt and one road” area, the interconnection and interconnection of sports basic resources and facilities is a priority area and an important breakthrough in the “one belt and one road” sports construction. The economic development level of the countries along the “one belt and one road” is quite different. The imbalance of investment in sports infrastructure investment is prominent. As the “sunrise industry” of cooperation between China and the countries along the belt, the sustainability of investment in sports infrastructure resources plays a vital role in the “one belt and one road” sports construction process. According to statistics, the “one belt road” and the Chinese sports industry in the field of sports infrastructure docking have three new characteristics: (1) sports infrastructure construction industry is developing rapidly. (2) The experience of sports facilities construction is becoming more and more mature. (3) The level of public sports facilities construction has steadily improved. China and the countries along the “one belt and one road” pay attention to the cross penetration investment mode of sports basic resources and facilities, and put forward the two sides to share quality sports productivity, jointly invest in sports projects, build sports infrastructure together, share the fruits of sports cooperation investment, and invest the sports basic resources and facilities in the priority area of “one belt and one road” sports construction investment. Statistics show that as of 2017, when the nineteenth National Congress of the CPC Central Committee raised the “one belt along the way” to the national strategic height, in the “strategic window period”, the international cooperation center of the national development and Reform Commission signed a strategic cooperation agreement with Dingxin Sports Co., Ltd. Under the strategy of internationalization of China’s sports industry, the international sports festival of “one belt and one road” is jointly held. Among them, the “one belt and one way” international sports festival covers sports equipment exhibition, sports show, sports brokers, youth sports exchanges, national sports special events performances and so on. Its purpose is to cooperate effectively with the leaders of the national economic construction department and the sports market operators. On the one hand, it carries out the sports policy research along the “one belt and one way” country, and on the other hand, it is pragmatic. Open up a new way to invest in sports infrastructure resources and facilities [4].

3.2.3. “Core Form” of Global Value Chain Upgrading in Sports Manufacturing and Service Industry

The essence of China’s initiative of “one belt and one road” is a new type of regional cooperation mechanism. It is a community of human destiny with transport corridors as a link, inheriting and promoting the ancient Silk Road concept of cooperation and development, based on interconnection and interoperability, and characterized by diversified cooperation mechanisms. From the perspective of this cooperation mechanism, the cooperation between China and the sports industry along the “one belt and one road” countries in sports manufacturing, sports service industry and other fields highlights the value added function of the global value chain. Global Value Chain (GVC) is a global cross-enterprise organization based on the global commodity chain and linking production, sales, recycling and processing processes to realize the value of goods or services in the global economic system. The industrial value chain covers the organization and profit distribution of all production, consumer and marketing activities. According to the upper, middle and lower levels of industrial clusters, a series of value-added activities such as design, product research and development, product manufacturing, delivery, marketing and sales are distributed among enterprises. At the present stage, as far as the sports industry subdivision is concerned, the sports industry is complex. From the macro perspective, after the rapid development of economy in the past 30 years of reform and opening up, the sports manufacturing industry has developed into a world base, and the sports goods manufacturing industry has reached a higher level. However, it is precisely after years of over-management and development that the homogenization and vicious competition of the sports goods manufacturing industry tends to be serious. According to Gereffi’s four-dimensional analysis of global value chain, high value-added links are generally the core links

in the global value chain, and the global governance rules in the whole value chain are also determined by these core links. Therefore, in the cooperation mechanism between China and the “one belt and one way” country, the economic level of most of the countries along the line is relatively backward, and it is in the low income or low income ranks. For these countries, China’s traditional and mature labor intensive sports goods manufacturing industry advantages will face greater industrial transfer advantages to these countries and improve the sports industry in these countries. Scale and employment population, for China’s sports manufacturing industry, by transforming labor-intensive industries, optimizing the division of labor in the sports industry chain, and improving the adjustment of the sports industry structure, the types of sports industry structure are shifted from labor-intensive low-end links such as sports agency and assembly to capital-intensive and knowledge-intensive high-end sports industries such as R&D and production of core intermediate products. Chain upgrade, so as to achieve the core industry form of upgrade of China’s sports intellectual manufacturing industry chain. In addition, with the help of international high-quality tourism routes with Silk Road characteristics, such as the Silk Road Sports Leisure Belt, China’s sports tourism market is also showing a rapid development pattern, and its contribution to China’s economy is also preliminary revealed. At the same time, due to frequent sports exchanges between China and the countries along the belt, it supports the major international sports events held by the countries along the route. This has opened up a broad space for the development of China’s sports industry competition and cooperation.

4. Conditions for Sports Industry to Promote Economic Development along the Route

4.1. The Sports Industry Is in Line with the National Conditions of the Countries along the Belt and Road, and Is Conducive to Promoting the Transformation of the Mode of Economic Development

In the 65 national areas along the “one belt and one road” area, there are great differences in customs, legal system, industrial layout and investment opportunities. Such as Russia, Belarus, Poland, Czech and Ukraine, the five countries have different macroeconomic policies, domestic political parties, the development of key cities, finance, finance, foreign trade and so on. The sustainable development pattern of the sports industry in the areas along the line is mutually compatible and win-win. It also sets a precondition for the sports industry to promote their own economic development. As far as its own functions are concerned, sports industry is a rapidly rising industry in the era of science and technology and information. It is the core industry of modern service industry, and has a wide range of links with various sectors of the national economy. First of all, the sports industry is a sunrise industry that is in line with the trend of world economic development. Even if the countries along the belt and road have great differences in formulating the national economic development strategy plan, they will appear in the sports industry to promote the national economic development goals and strategic planning. Secondly, the sports industry has strong penetration, influence and dissemination, which is the main supporting industry to enhance the soft power of the country. With the globalization and integration of the world economy, the interests of the economies along the “one belt and one road” are becoming more and more closely related. The competition among countries has gradually shifted to soft power with the focus of economy, science and technology and sports power. As a major component of the comprehensive national strength, the soft power of sports has become the “one belt along the way” along the line. Sports industry of online countries is an important industry sector to promote economic development. Third, the intermediate products and sports services of the sports industry have the characteristics of large employment capacity, and are creative production departments. The population along the “one belt and one road” has a large population and is difficult to obtain employment. There are many industries and sports categories involved in the sports industry, the sports industry chain is long, the employment capacity is huge, and no matter the labor intensive type of sports industry is included. Industries, or capital intensive and knowledge intensive industries, almost cover the employment and Entrepreneurship of various intelligentsia, and can

greatly improve the employment rate of the “one belt and one road” country along the line. In addition, the modern new technology revolution also provides new development opportunities for the expansion of sports industry functions, making the economic attributes of sports products and services increasingly apparent. The upgrading of sports technology has constantly brought forth new sports formats, such as sports competition games, network sports competitions, sports and tourism industry integration and symbiosis, and formed industrial chains and industrial clusters which are closely linked by sports industry and related industries. All these changes contribute to the economic development of the “along the road” along the line and optimize the economic structure. Economic weight.

4.2. The Conditions and Functions of the Sports Industry along the Route along with the Adjustment and Transformation of the Economic Structure

The implementation of the “one belt and one way” will not only bring vitality to our economy, bring new economic growth points, but also bring new opportunities to the economic development of the countries along the belt and road. Changing the mode of industrial growth of these countries will significantly adjust the structure of agriculture, industry and service industries along the “one belt and one road” country. Type I will win the opportunity for its national economic transformation and industrial restructuring, and further optimize the industrial layout to promote sound and rapid economic development. Specifically subdivided into sports industry, with the help of our backward sports productivity transfer process, especially labor intensive sports products manufacturing and sports infrastructure construction, a large number of sports manufacturing enterprises will accelerate into the Central Asian, South Asian, Southeast Asian and other economic cooperation corridors along the line, which will give the “one belt along the way” edge. Countries with weak linear economy and infrastructure bring opportunities for upgrading the sports industry chain and improving the level of sports science and technology. Taking the Sino Pakistani economic corridor as an example, under the mode of “one belt and one road” mutual benefit and win-win cooperation, China and Pakistan take the Sino Pakistani economic corridor as the guide to create a “1 + 4” cooperation layout focusing on Gwadar Port, energy, transportation infrastructure and Industrial Park cooperation, and the whole China Pakistan Economic Corridor construction project cycle to 2030. It is a process of sustainable development. At the same time, the textile industry is the most important pillar industry and the largest export industry in Pakistan, and sports apparel industry occupies a large proportion in the textile industry. The continuous and in-depth cooperation between China and Pakistan in the field of sports apparel industry can make full use of Pakistan’s rich raw materials and materials on the one hand. The abundant labor force is engaged in the processing and production of sports clothing industry. On the other hand, it can also increase the research and innovation of sports clothing technology in Pakistan, further process and reprocess sports clothing products, increase the industrial added value of sports clothing products, and provide technical support for the structural adjustment and transformation of the entire sports textile industry. Support, make their own sports textile industry to a higher level.

5. The Path of Sports Industry Promoting Economic Development along the “One Belt and One Road” Country

Based on the analysis of the economic development of the sports industry along the “one belt and one road” and its heterogeneity in promoting economic development, the author thinks that we should focus on the two centers in the path of upgrading the sports industry in China along the “one belt and one road”. Gradually withdraw from the international competition of intermediate or final products invested by low-end sports production factors, and transform into the international competition of upgrading the position of added value of high-end sports production factors. The two is to solve the disadvantage of China’s current global sports value chain relying on the international market and the leading enterprises attached to the high-end sports production elements, and strengthen the coupling of sports industry structure along the “one belt and one road” national sports industry, carry out sports independent innovation and sports brand management, consolidate

the domestic demand, take into account the expansion of the international sports market, and build the high value-added competitiveness of the sports industry, so as to “advance the dislocation”. “Advantages” should be integrated into the national sports industry value chain along the “one belt and one road”, so as to obtain the sustained competitiveness of China’s sports industry and truly realize the high-end upgrading of China’s sports industry.

5.1 Upgrading the Globalized Quality Service Standard, Vigorously Developing the Infrastructure of Sports Industry, Service, Agglomeration and Integration of Sports Goods Manufacturing Industry

Investment in sports infrastructure is a token of the economic soft power of the countries along the belt. With the rapid development of sports and economic globalization in the twenty-first Century, when China put forward the vision of building a community of human destiny and achieving a win-win situation and sharing the “one belt and one road” vision, the interconnection of sports infrastructure became the only way to reduce the cost of national sports economic activities along the belt and promote the growth of international sports industry and economy. Priority areas for sports investment. It is worth mentioning that in the process of interconnection and win-win construction, whether in the theory of supply and demand, the theory of service, the theory of agglomeration, or the theory of integration, the two sides should first construct a multi-regional cooperation mechanism. Taking into account the great differences and imbalance in the investment status of sports infrastructure along the “one belt along the way”, we should constantly optimize and upgrade the service standards in the two sides’ sports infrastructure interconnection investment and operation, focus on the “one belt and one way” industrial chain quality service standard, and build a common service platform along the “one belt and one road” national service platform. Set up standardized application service platform for investment and construction of sports infrastructure, encourage all kinds of sports enterprises to participate in the development of standards; two, build a trading platform to promote exchanges and cooperation in sports goods manufacturing industry, support the operation and management of sporting goods enterprises for brand export and management output; three, implement sports human resources service platform and gather along the “one belt and one road” line. Many high-end sports manufacturing industry talents in China form a modern sports think tank system with “one belt and one road” influence. Secondly, the sports industry infrastructure and sports goods manufacturing industry in China along with the “one belt and one road” have been concentrated and integrated. Since the reform and opening up, since China’s reform and opening up, with the advantages of the system and the top-level co-ordination characteristics of “concentrating force and doing major things”, China’s sports infrastructure construction industry has been developing rapidly, and the experience of various sports venues construction is becoming more and more mature. The scale of sporting goods manufacturing industry has become a world base. Therefore, China should accelerate the transfer of labor intensive production capacity characterized by low production factors in China and the “one belt along the way” national sports industry resources integration development path, relieve the pressure of excess sports capacity, do well in the docking and supporting services of the surplus sports capacity along the “one belt and one Road” state, and actively and steadily develop and strengthen the sports “intelligent manufacturing” industry. A number of key enterprises of sports buildings and sports goods with international influence have realized the sustainable upgrading of China’s sports industry.

5.2 We Should Strengthen the Innovation Drive of Sports, Promote the Coupling of Sports Industry Structure between China and the “One Belt along the Way”, and Lead the Sports Industry Value Chain to High-End

At present, China’s cooperation with the countries along the “one belt and one road” mode has effectively expanded the emerging market space of sports related industries. Sports tourism, sports infrastructure, sports goods manufacturing and sports competitions and performances have expanded to more than 200 countries and regions in Europe, Oceania, the Middle East, Africa and so on. These sports industries have witnessed the expansion of industrial scale, the leap of industrial

value chain to high-end, the obvious upgrading of structure, the innovative ability of sports technology and the ability to innovate. The characteristics of the gradual improvement of the level of internationalization. However, from the perspective of global sports industry competition, sports technology, design, standards and services in China are facing many difficulties while going abroad. For example, undertaking sports business has been in the middle and low end of the sports value chain for a long time, the supply capacity of high-end is weak, the investment of sports innovation is insufficient, the shortage of high-end talents in sports, the overall strength of sports companies and institutions is weak, and so on. Therefore, in seeking the best way to promote the coupling of sports industry structure between China and the “one belt and one way” country, and further extending the good economic situation of both sides, we must first strengthen sports innovation drive to promote the “one belt and one road” sports industry upgrading. The upgrading of sports industry includes inter-industry upgrading and intra-industry upgrading, which is the process of changing the sports industry structure from low-level to high-level. The upgrading of sports industry is the redistribution of production factors within the sports industry. Taking advantage of the new economic structure theory and the theory of flying geese, this paper argues that the path of coupling the sports industry structure between China and the “one belt and one road” country is to strengthen the sports innovation, and the first is to break the long-term path of low level and extensive low-level locking of traditional sports production factors in the process of sports industry transfer in China. Relying on the mode of “flying geese industry development form theory”, we gradually form a new international sports cooperation mode with China as the first geese in the national sports industry division system along the “one belt and one road”. For example, by deconstructing the national sports industry along the silk road, we can find that the pillar industries of these countries are often energy industry and resource industry, the development of the tertiary industry is relatively inadequate, and the domestic sports industry chain and value chain are in a low position. In the process of sports economic and trade exchanges between China and such countries, the two regions The heterogeneity of economy is conducive to the implementation of the agreed international division of labor and the complementary advantage rule, enabling China and the countries along the “belt and road” to give full play to their respective sports industry advantages, promote the rational flow of sports production elements in sports industry and industry, improve the utilization ratio of sports resources, and realize the sports economy. The second is to construct and strengthen the dynamic mechanism driven by sports innovation. The core of the dynamic mechanism is sports science and technology innovation, which is the key to realize the optimization and upgrading of sports industry. Taking the sports brand industry as an example, in order to enhance the endogenous innovation ability of sports brand and seize the commanding heights of future sports high-end brand development, it is necessary to focus on the development of sports brand R&D level and sports science and technology content on the basis of sports factor driving and sports investment driving, and the R&D design and talents of sports brand. Increase investment in cultivation, capital operation, market application services, and so on, so as to improve the production efficiency of sports industry, save costs, and lead the value chain of sports industry to high-end promotion.

6. Conclusions

Scholars at home and abroad lack pertinence in the study of sports industry to promote economic development. There is a lack of research on promoting the scale and value chain upgrading of sports industry in the countries along the belt; The strategy of “one belt and one road” is the road of prosperity, shared and win-win development of the world economy put forward by our leadership. Under this grand blueprint, sports without borders and the integration of cross-regional, cross-cultural and cross-field development of sports industry have become and are becoming a new economic growth point of national economy in all countries of the world. The evolution path of China’s sports industry and “one belt along the way” along the way to promote economic development mainly focuses on the following aspects: (1) Internet + sports emerging industries convergence format. (2) Cross-Penetration Investment Model of Sports Infrastructure Resources

and Facilities. (3) “Core Form” of Global Value Chain Upgrading in Sports Manufacturing and Service Industry.

The conditions for sports industry to promote economic development along the route include: The sports industry is in line with the national conditions of the countries along the belt and road, and is conducive to promoting the transformation of the mode of economic development; The conditions and functions of the sports industry along the route along with the adjustment and transformation of the economic structure; On the way of choosing the path of upgrading the sports industry along the “one belt and one road” in our country, the author thinks that we should focus on two centers: first, how to gradually withdraw from the intermediate or final products of the sports industry in the “one belt and one way” sports industry chain and participate in the international division of labor, and turn into the high-end sports production. International competition of upgraded value-added position. The two is to solve the disadvantage of China’s current global sports value chain relying on the international market and the leading enterprises attached to the high-end sports production elements, and strengthen the coupling of sports industry structure along the “one belt and one road” national sports industry, carry out sports independent innovation and sports brand management, consolidate the domestic demand, take into account the expansion of the international sports market, and build the high value-added competitiveness of the sports industry, so as to “advance the dislocation”. “Advantages” should be integrated into the national sports industry value chain along the “one belt and one road”, so as to obtain the sustained competitiveness of China’s sports industry and truly realize the high-end upgrading of China’s sports industry.

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