

Discussion on the Innovation and Sustainable Development Path of Sports Industry Based on New Quality Productivity

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Abstract: This article focuses on the innovation and sustainable development path of sports industry under the background of new quality productivity (NQP). Through in-depth analysis of the connotation, characteristics and application status of NQP in sports industry, it is clear that NQP promotes the reform of sports industry. In this article, the elements, formation mechanism and development trend of NQP are explained in detail. It also analyzes the influence of its innovation, integration and intelligence on the development of sports industry. On this basis, this article puts forward several directions of sports industry innovation-digital transformation, intelligent upgrading, cross-border integration, etc., and discusses the innovation path from the perspectives of technological innovation, management innovation and market innovation. Finally, combined with the advantages of NQP, the principles and strategies of sustainable development of sports industry are discussed-promoting the development of green sports industry, promoting the integration of sports industry and environmental protection, and improving the social responsibility of sports industry. It is found that the NQP has injected a strong impetus into the innovation of sports industry and pointed out a clear direction for sustainable development.

1. Introduction

In the current environment of rapid social change, the concept of NQP has gradually emerged as a key factor to promote social development [1]. Compared with traditional productive forces, new-quality productive forces pay more attention to innovation, integration and intelligence. It combines scientific and technological progress, industrial upgrading and innovation mode, and has become a comprehensive embodiment of various developments [2]. The rapid development of information technology, the emergence of emerging industries and the transformation of traditional industries all make NQP play an increasingly critical role in improving production efficiency, optimizing resource allocation and expanding market potential [3].

Sports industry is an important sector of the national economy. It has extensive social influence and huge market potential, and has played a positive role in promoting employment, promoting economic growth and improving national physique [4]. However, facing the acceleration of economic globalization and the intensification of market competition, the sports industry has also encountered many challenges. For example: insufficient product innovation, unbalanced industrial structure and low degree of internationalization [5]. Furthermore, the continuous emergence of new technologies and new formats has also brought new development opportunities for the sports industry [6]. For example, digital transformation, intelligent upgrading and cross-border integration have opened up a new world for the innovation and development of sports industry.

In view of this, it is particularly urgent to explore the path of innovation and sustainable development of sports industry under the background of NQP. In-depth study on the influence and function of NQP on sports industry is helpful to reveal the internal logic and power source of sports industry innovation and development, and provide a basis for the transformation and upgrading of sports industry [7]. This research can also help people to better grasp the development trends and opportunities of the sports industry and help the sports industry move towards high-quality development. The purpose of this article is to clarify the role and path of NQP in the innovation and development of sports industry, and to explore how to use NQP to promote the sustainable

development of sports industry. The research will focus on the following questions: What are the meanings and characteristics of NQP? How does it affect the development of sports industry? What are the innovation strategies of sports industry based on NQP? How to realize the sustainable development of sports industry?

2. Theoretical basis of NQP and sports industry

NQP is a frontier and dynamic concept with rich and far-reaching connotation. It is not a simple continuation of traditional productive forces, but the result of the interweaving and integration of various factors such as scientific and technological progress, knowledge innovation and industrial upgrading [8]. The elements of NQP include advanced technical system, efficient management mode, innovative cultural environment and flexible market mechanism. These factors promote each other and jointly trigger a qualitative leap in productivity. Its formation mechanism lies in continuous technological innovation and industrial transformation, which makes fundamental changes in the form, structure and function of productive forces to meet and lead the new trend of social development. As for the development trend, the NQP is moving towards a more intelligent, green and service-oriented direction, providing a strong impetus for the sustainable development of the economy and society.

NQP has distinct characteristics, among which innovation, integration and intelligence are particularly prominent. As shown in Figure 1, innovation is its soul, which promotes the continuous updating of production technology, product model and management mode. Integration enables NQP to cross industry boundaries and expand the development space of sports industry. Intelligence endows NQP with higher efficiency and stronger adaptability [9]. It enables the sports industry to realize intelligent upgrading in production, management and service. These characteristics have a profound impact on the development of sports industry.

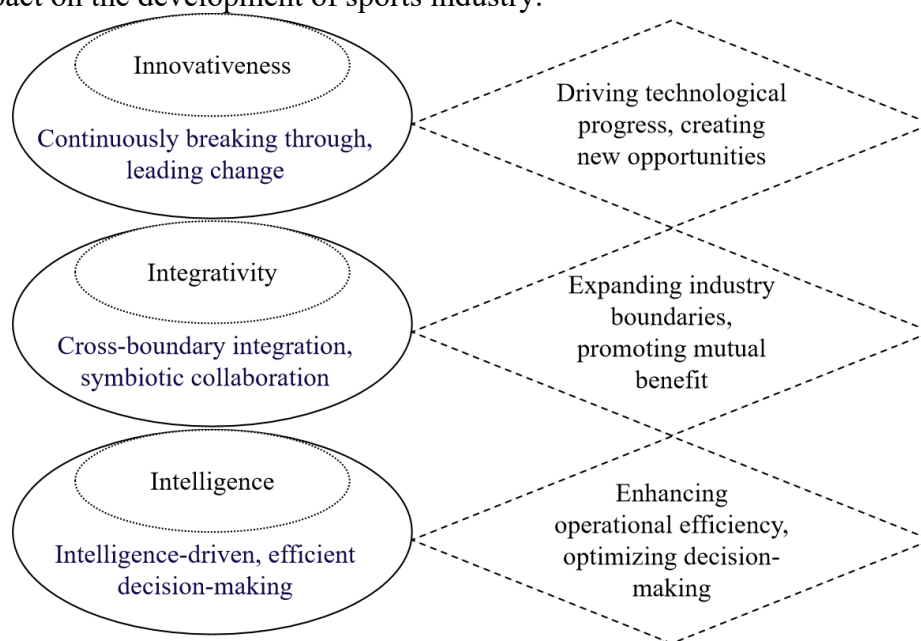


Figure 1 The distinctive characteristics of NQP and its influence

Driven by NQP, the production mode of sports industry has undergone a fundamental change: from traditional scale and standardization to personalization and customization. The organizational structure has become more flexible and efficient, which can quickly adapt to market demand and enhance industrial competitiveness. Product forms have also become more diverse and intelligent, meeting the growing personalized needs of consumers. It can be said that the NQP provides infinite possibilities for the innovative development of the sports industry and lays a solid foundation for the sustainable development of the sports industry. At present, the application of NQP in sports industry has begun to show its edge. With the continuous deepening of technological progress and industrial upgrading, its transformation potential will become more prominent.

3. Innovation strategy of sports industry based on NQP

The rise of NQP has brought unprecedented innovation opportunities for the sports industry. Based on the characteristics of new productivity, the development path of sports industry innovation can be established. Digital transformation is the primary direction. By using advanced technologies such as big data and cloud computing, the sports industry can digitize the whole chain of production, management and service, and improve operational efficiency and user experience. Intelligent upgrade focuses on improving the intelligence of sports products through artificial intelligence, Internet of Things and other technologies. Both the personalized health monitoring of smart wearable devices and the automatic management of intelligent stadiums fully meet the urgent needs of modern consumers for personalized and intelligent products. Cross-industry integration has also become an important trend of innovation. The deep integration of sports industry and other industries has brought new development ideas and technical support to the sports industry, helped it broaden its development fields and opened up new growth points.

On the basis of defining the direction of innovation, we need to further analyze the path of sports industry innovation. As the core approach, technological innovation promotes the progress and upgrading of industrial technology by developing new technologies and new products. Management innovation focuses on improving management mode and organizational structure to improve management efficiency and business level. Management innovation improves the overall operational efficiency of the sports industry, and also enhances the competitiveness and market adaptability of enterprises. Market innovation is an important way for sports industry to expand its development space and open up new markets. By deepening the market demand and attracting new customers, the sports industry can continuously broaden its market boundaries and expand a broader development world. Market innovation has promoted the diversified development of the sports industry, enabling it to better meet consumers at different levels and with different needs. These three dimensions of innovation are interdependent and mutually promoting, which together constitute a complete path of sports industry innovation.

In the exploration of innovation mode of sports industry, new modes such as platform operation, ecological construction and service transformation are in the ascendant.

Table 1 Innovation Modes in the Sports Industry

Innovation Mode	Specific Description	Role/Significance for the Sports Industry
Platform-based Operation	Establish a sports industry platform, aggregate resources, provide integrated services, and reduce transaction costs	Improve resource utilization efficiency, enhance market competitiveness, and promote industry development
Ecosystem Construction	Emphasize the interconnected development of the sports industry with other industries, build an industrial ecosystem, and achieve resource sharing	Expand industry boundaries, promote industrial integration, and enhance the overall value of the industry
Service Transformation	Shift from product manufacturing to service provision in the industry, meeting consumers' demand for sports services	Satisfy diversified needs, improve consumer experience, and expand market space

Table 1 summarizes the three main innovation modes of sports industry, and further expounds the specific function/significance of each mode to sports industry. Platform operation can reduce transaction costs and enhance market vitality by establishing a sports industry platform, pooling resources and providing integrated services. Ecological construction emphasizes the joint development of sports industry and other industries, and realizes resource sharing, complementary advantages and coordinated development through the construction of industrial ecological circle. This ecological construction method broadens the development vision of sports industry. In the industrial ecological circle, the sports industry can cooperate with other industries in depth to jointly develop new products and markets and achieve mutual benefit and win-win results. Service-oriented transformation is the transformation of industry from product manufacturing to

service provision to meet consumers' demand for sports services. Service-oriented transformation has also promoted the development of sports industry in the direction of high-end and intelligence, and enhanced the overall competitiveness and influence of sports industry.

4. Analysis of the sustainable development path of sports industry based on NQP

While pursuing economic benefits, the sports industry is also facing many challenges of sustainable development. Resource constraint is one of the problems that sports industry must face up to. Resource limitation is a realistic problem that sports industry must face. The increase of sports activities has brought about an increase in the demand for resources such as venues, facilities and equipment, and the scarcity of resources requires the sports industry to pursue higher efficiency and intensification when using resources. Environmental pressure can not be ignored. The holding of large-scale sports events is generally accompanied by high energy consumption and environmental pollution. How to reduce the impact on the environment while ensuring the quality of the events has become an urgent problem for the sports industry. The sports industry also bears important social responsibilities, including promoting the health of the whole people, promoting cultural heritage and helping economic development. These responsibilities require that the sports industry must pay attention to the unity of social and economic benefits in the development process.

In order to realize the sustainable development of sports industry, we need to follow a series of principles, such as Table 2:

Table 2 Principles for Sustainable Development of the Sports Industry

Principle	Principle Embodiment
Environmental Protection	Protect the ecological environment and ensure that sports activities do not have negative impacts on it
Social Responsibility	Assume social responsibility and promote the positive impact and social recognition of the sports industry
Economic Viability	Ensure the economic benefits of the sports industry for long-term stable development
Innovation-Driven	Promote technological and management innovation to enhance the competitiveness of the sports industry
Fair Competition	Maintain a fair market competition order and safeguard the interests of all parties
Long-Term Planning	Formulate long-term development plans to ensure the sustainability and stability of the sports industry
Multi-Stakeholder Cooperation	Strengthen cooperation with governments, enterprises, and social organizations to jointly promote the development of the sports industry
Cultural Integration	Promote the integration of sports and culture to enrich the cultural connotation of the sports industry
Compliance with Laws and Regulations	Strictly comply with relevant laws and regulations to ensure the legal and compliant operation of the sports industry
Efficient Resource Utilization	Reasonably allocate and utilize resources, improve resource use efficiency, and reduce operating costs

Taking advantage of the NQP, this article explores the specific strategies for the sustainable development of sports industry. The efficiency, intelligence and green characteristics of NQP have injected new vitality into the development of sports industry. It can promote the development of green sports industry-building environmental protection stadiums and producing sporting goods with environmental protection materials. Furthermore, the integration of sports industry and environmental protection should be strengthened, and the concept of environmental protection should run through all aspects of sports industry to realize the harmonious symbiosis between sports industry and environment. By strengthening the social responsibility of sports industry, such as holding public sports activities and supporting sports charity projects, sports industry can better assume social responsibility in the development process and make contributions to the sustainable development of society.

5. Conclusions

With its unique characteristics of innovation, integration and intelligence, NQP is gradually becoming the core force to promote the reform and upgrading of sports industry. This study deeply discusses the relationship between NQP and sports industry, and expounds the key role of NQP in promoting the innovation and sustainable development of sports industry. The characteristics of innovation, integration and intelligence of NQP have triggered fundamental changes in the production mode, organizational structure and product form of sports industry. These changes have improved the operational efficiency and market competitiveness of the sports industry and brought more personalized and intelligent sports products and services to consumers. The sports industry has successfully expanded its development field and enhanced its market competitiveness by implementing innovative strategies such as digital transformation, intelligent upgrading and cross-industry integration. This article puts forward the principles and strategies of sustainable development of sports industry based on the advantages of NQP. These principles and strategies emphasize the development concept of green, coordination, openness and sharing, as well as specific measures to promote the development of green sports industry, strengthen the integration of sports industry and environmental protection, and enhance the social responsibility of sports industry. The implementation of these principles and strategies will help the sports industry to better fulfill its social responsibilities and promote the all-round social development while achieving economic benefits.

NQP provides a broad space and unlimited possibilities for the innovation and sustainable development of sports industry. We should actively grasp the advantages of NQP, promote the innovative development of sports industry and realize the sustainable development of sports industry.

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