

## Development of the Supply-side Sports Service in the New Era

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**Abstract.** After entering the new era, supply-side structural reform is an important innovation to adapt to and lead the new normal of economic development, and it is the focus of China's economic transformation and upgrading. From the point of view of meeting the growing demand for a better life of the people, the improvement of consumption level and the lag of the upgrading of consumer goods supply structure have become a serious obstacle to the expansion of the consumer market, and the development of service industry is obviously out of step with the growth of demand. This paper discusses the problems in the development mode of sports service industry by using the method of literature, logical analysis and interview. People's consciousness of national fitness has deepened the contradiction between sports demand and sports supply more and more strongly. The path of service development is put forward.

### 1. Introduction

Since the supply-side structural reform was first put forward in November 2015, the central and local governments have been deepening their understanding of supply-side structural reform, a series of reform policies have been issued, the results of the reform have been constantly emerging, and the "new dividend" of sustainable economic growth in China has been released. Therefore, we must unswervingly promote supply-side structural reform, take reform measures on good measures, strengthen the use of marketization, rule of law, continue to work on the eight words of "consolidate, enhance, upgrade, and smooth", promote the quality of economic development, efficiency, power change, accelerate the transformation of old and new kinetic energy, and speed up modernization. The economic system. General Secretary Xi Jinping said: "if you want to understand what supply-side reform should be changed," special emphasis is placed on restructuring. As far as the current situation of sports service development in our country is concerned, in the increasing material and cultural demand of the people, the shortage of supply side is that it can not meet the needs of people. With the continuous increase of living standards, the quality of life has not been followed up in time. For example, from the point of view of leisure sports, more and more office workers do not have the energy to exercise after work, because there is no public entertainment and fitness place in the community.

### 2. The guiding ideology of supply-side structure Sports Service in the New era

General Secretary Xi Jinping stressed that sports is an important symbol of social development and human progress, and an important embodiment of comprehensive national strength and social civilization (Xi Jinping, 2014). Under the background of the new era, the supply-side structural reform aims at adjusting the economic structure, optimizing the allocation of elements and improving the quality and quantity of economic growth. The demand-side reform mainly includes investment, consumption, export troika, supply side has labor force, capital, system creation, innovation and so on. Well, it is also obvious that the reform of sports services shows that people's sub-health problems are becoming more and more obvious, and people's desire for physical and mental health has been magnified. The reform of sports service is presented in people's life.

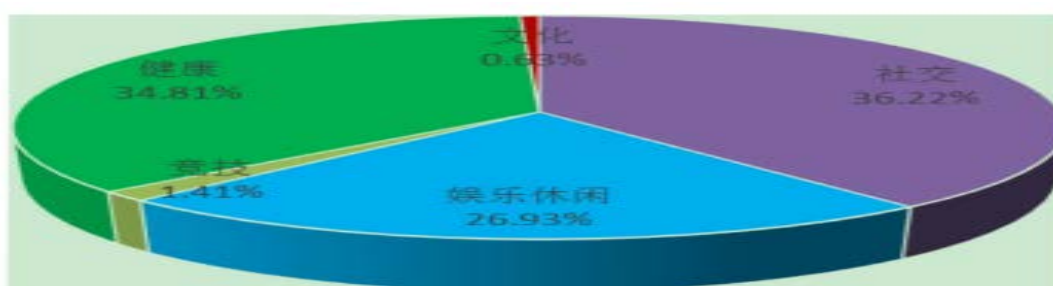
### 3. The Reform of Social Sports

#### 3.1 The influence of Sports Service Reform on students' participation in Sports exercise

The habit of physical exercise is the cultivation of healthy physique and healthy personality, which plays an important role in the growth of people's physical and mental health. In recent years, the concept of physical exercise has been paid more and more attention to the call of the party and the government, whether in primary and secondary schools or in society, sports activities have been greatly developed and improved. This has led to the shortage of some sports services and the lag of some services, which need to respond positively to the reform of national policies in order to open up a new road. However, the differences between urban and rural areas are becoming more and more prominent, especially in township areas and rural areas. People's physical exercise is not suitable for the development of the whole sports service industry. This can not meet the needs of people's healthy development. Although the Ministry of Education has issued laws and documents on the outline of the National Fitness Program and the Sports Law of the people's Republic of China in order to better carry out sports services, some sports workers still put sports activities in a position that can be light, important, irrelevant and of little effect. Therefore, how to really change our thinking and break the traditional sports service mechanism is the first problem we face.

Having a healthy physique is the basis of ensuring people's good life; healthy growth makes people have exuberant energy and sound personality. Only by understanding the true meaning of sports can we take part in physical exercise consciously and actively. Because the space is limited, the work pressure is high, the community does not have the exercise place (the gym) also is now the junior high school student in order to cope with the college entrance examination, only pays attention to the culture class, despises the physical exercise. For urban and rural areas and rural areas, under the pressure of further study, most parents only pay attention to their children's performance and ignore the training of their physical exercise. However, most school leaders only pay attention to the school transition rate. The sense of responsibility that causes the physical workers to lose their work is to use the "sheep-laying" teaching. So this kind of bad sports education atmosphere is formed. Therefore, when these factors are mixed together, people do not have a good habit of physical exercise.

#### 3.2 The influence of Sports Service on the participation of Office Workers in Sports exercise



As shown above, people spend more time socializing, followed by health, and then entertainment. People's demand for health is getting stronger and stronger, and the sports service industry is becoming more and more important. In this government, the government should simplify the government power, in the process of sports services, the main body of interests include service supply and a variety of for-profit and non-profit organizations. They depend on each other and interact with each other. The property right of sports service will directly affect the normal progress of the supply work of the market subject. The market is a form of the supply subject to participate in the sports service, and the ultimate goal is to pursue the maximization of interests, so it should be made clear that the market is a form of participation in sports services. The question of property rights in. For office workers, after work is nothing more than want to lie at home, the reason why people do not want to move is that the infrastructure of the community is not very perfect, can not meet people's fitness needs. Causing the so-called physical relaxation is just watching TV at home

and playing with mobile phones. According to the chart, it shows how much time people spend on socializing. The author thinks that the reform of sports service in the above situation is to strengthen the construction of the community, and basically realize that the office workers can take part in physical exercise when they get home in the community. To meet the needs of people in material life, in spirit, we should keep up with the pace of the new era and make good use of it. National policy, let more people through physical exercise to find their own satisfaction, consciously participate in physical exercise.

### **3.3The value influence function of Sports Service diplomacy**

The charm of a country comes from its historical culture. The United States is the world's super-power because it is closely related to its four pillars: military, financial, high-tech, and sports. The United States Department of State has also launched a "shared value"-wide campaign to encourage the American people to talk to the people of the Islamic State in order to deepen mutual understanding. It can be seen that the in-depth cooperation and communication of physical education is also an important way to influence the value. China is moving from the sports power to the sports power, relying on the favorable implementation of the relevant policies, and the second is the positive cooperation, the discovery of the problems and the transformation. As the saying goes, "the economic base determines the superstructure" At present, China has entered the new normal of economy, the original demand side can not control the economy can not provide effective supply for the current economic growth, so it is necessary to find out the reasons from the supply side theory under the guidance of supply side theory, optimize and upgrade the existing industrial structure, improve the quality of sports products and services, so as to achieve the purpose of forming effective supply and stimulating economic growth. The means of sports consumption should be updated in a timely manner, which suggests that more efforts can be made in the research and development of women's sports products. As women become more and more important in the era, we should seize opportunities and opportunities, such as Skage in the United States. Cards, as well as Nike also asked women to endorse to stimulate mass women's consumption, sports under the influence of certain conditions to drive the development of the market. Therefore, the development of sports services in China now tends to innovate in a timely manner. To give full play to the charm of sports, sports can not only give people health, but also bring people happiness, but also promote the development of the national economy. It plays a more and more important role in people's life.

### **3.4The Influence of the Third-party Platform on the Sports Service**

With the rapid development of the media and the Internet, third-party platforms continue to appear in our vision. Mobile phones have become an indispensable part of our lives, third-party platforms are popular in the trend of the new era, such as familiar sharing bicycles, Douyin, fast hands and so on. The upsurge of live broadcast has directly changed everyone's concept of consumption. We used to buy clothes on Taobao and worry about not looking good. The live broadcast platform immediately became popular, and you can see the effect of wearing it on the anchor. However, at first, it was WeChat that issued orders. In the back, because of the problem of returning and exchanging goods and fake goods, the platform encountered a bottleneck period, and the major live broadcast platforms behind it. To reach a mutually beneficial and win-win concept with Taobao. Therefore, in the new era, the development of the sports service is also the same, the original sports service concept needs to be further forward, such as how to meet the health needs of the people, more and more companies, the same school party, the sports meeting needs the organizer, As a result, some of the company's rise in the outside world. According to the author, there are large and small outdoor expansion companies in Nanchang, and the wind-generation water works, so the above changes are worth thinking, the Chinese culture is broad and profound, and we should continue to dig new things to drive the development of the sports service. To change the service The purpose of the reform is to start and carry out the reform in depth, and it is an early turn into the sports power of our country.

#### 4. Countermeasures

According to the background of the new era, China should become a sports power and develop sports reserve talents is the key. Relevant medical research shows that moderate and regular physical exercise can promote the coordinated development of human body, metabolism, oxygen supply circulation system and intellectual development of brain.

#### 5. Conclusion

In the background of the new era, our sports service is also important, and the reform in the school is the change of the student's thought, so that the students have a thorough understanding of the life-long sports development concept. To make sport change the health of people is to change the thought and develop new things to lead the educational disturbance. The sports service is to meet the physical and psychological needs of the public, find the problems and correct the problems in time, and the appearance of the third-party platform and bring the advantages and disadvantages of the social change. China is a great sports country, and our country is in the process of On this basis, sports service plays a very important role. We should give full play to our strengths and seize the opportunity. We should strictly look at the requirements of real spirit, material and culture, and strive to become a sports power at an early date. In terms of national fitness and people's growing demand for material and cultural life, in line with the concept of people-oriented development and breaking through the encirclement, the author believes that we should focus on changing the thinking of sports workers, the upgrading of sports machinery and equipment and the concept of sports service, so that people's healthy life can create a good healthy atmosphere through sports, and form a lifelong healthy atmosphere. The consciousness of physical exercise and the active development of healthy living sports activities.

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