

Factors Affecting the Development of Sports in Zhejiang Province in the New Era and Suggestions

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Abstract: Entering the new era, in order to promote the healthy and orderly development of the mass sports across the country, promote the construction and development of the sports culture power system, to accelerate the construction of a sports power, it is necessary to combine a sports power with China's reality, and integrate sports into the realization of 'two-one-one'. The goal of the century's struggle is to deepen the reform of sports, update the concept of sports, and promote the coordinated development of mass sports, competitive sports and the sports industry. This article will take Zhejiang in the new era as the research background, analyze the current factors affecting the development of sports in Zhejiang Province, and put forward countermeasures or suggestions to speed up the transformation and upgrading of sports in Zhejiang.

1. Introduction

In the context of new era, our country should speed up the improvement of the level of building a strong sports country. Vigorously developing people's sports undertakings is not only conducive to improving the physical quality and healthy living standards of the general public, but also can meet the growing demand for sports culture of the Chinese people, thereby substantially improving the spiritual and cultural life of the general public and enhancing national cohesion. At the same time, it is conducive to giving full play to the positive role of the sports industry in promoting green economy, expanding domestic demand, and creating employment opportunities, and is conducive to the optimization, upgrading and development of my country's cultural and sports industry structure to form a new economic growth pole.

At present, my country's sports culture and sports industry are developing rapidly, and the development of sports undertaking has made a "qualitative" leap compared with before. However, there are still insufficient research on sports theory and practice, the development vitality of the sports industry is not strong, and the proportion of sports population is not high. This paper mainly focuses on the development of sports in Zhejiang Province, and according to the development requirements of the new era, adopts the method of literature and logical analysis, introduces the problem factors affecting the development of sports in Zhejiang Province, and summarizes the suggestions and countermeasures that are beneficial to the development of sports in Zhejiang Province.

1.1 Research Background and Research Significance

1.1.1 Research Background

In recent years, my country has attached great importance to the development of sports, and has successively made important instructions on mass sports, competitive sports, sports industry, football reform, and youth sports. At the same time, leading cadres are invited to participate in sports special meetings, organize the masses to carry out mass sports activities, create a strong sports cultural atmosphere and enhance the public's awareness of sports health. For Zhejiang province, it is not only necessary to study and implement the important spirit of my country's sports development with high standards and high requirements, and feel its profound implications, but also learn to adapt to local conditions, make the best use of the situation, and use the guidance of Zhejiang's political reform, the advantages of economic development and the humanities. Based on the profound resources and other conditions, carry out the agglomeration of the sports industry in Zhejiang province, innovate a new model of sports development in Zhejiang province, and create a new highland for the development of sports culture in Zhejiang province.

2021 is the first year of the "14th Five-Year Plan". Based on the new starting point of sports reform and development, Zhejiang Province will draw a blueprint for the development of Zhejiang sports in the next five years. In addition, Zhejiang Province proposed to achieve "six leading positions" in mass sports, competitive sports, sports events, sports industry, sports culture, and the overall intellectual governance of sports during this period. By 2025, in terms of mass sports, the per capital sports area will reach more than 2.8 square meters, and the qualified rate of physical fitness monitoring of urban and rural residents will reach 94.5%, in the sports industry, the total scale and added value are expected to increase by more than 12% annually, and the total output of the sports industry will reach 500 billion yuan, and the added value of the sports industry will account for more than 2% of GDP. The total scale of provincial sports consumption exceeded 200 billion yuan, and the per capital sports consumption expenditure reached over 3,000 yuan.

1.1.2 Research Significance

In 2022, the 19th Asian Games will be held in Hangzhou, Zhejiang Province. For the long-term development of sports in Zhejiang province, the Asian Games will become an important opportunity for the continuous development of sports in Zhejiang across The Times and comprehensive transformation and upgrading. In view of the "butterfly effect" brought by the Asian Games, the study of the influencing factors of the development of sports in Zhejiang in the new era is conducive to the adjustment and improvement of the structure and layout of sports industry in Zhejiang, to enhance the creativity and competitiveness of sports industry, to promote the national sports economic consumption, and to make the concept of national fitness deeply rooted in people's hearts. At the same time, it is beneficial to enrich the theoretical research content of sports cause in China, clarify the development direction of sports cause and sports industry in Zhejiang, and promote the high-quality development of sports cause in Zhejiang.

Being held back by the backward sports concept and economic level for a long time, our sports development level still has greater insufficiency compared with western developed countries, whether in the degree of sports theory research or in the development of sports cause. In addition, domestic research on sports development is mostly limited to the developed eastern regions, and the research content is mostly at the macro level, or the market analysis and research of a certain industry in the sports industry. There are few studies on the development of sports in Zhejiang Province. Therefore, this article will with the research background of new economy era, analyzes the factors affecting the development of sports enterprise in Zhejiang for example as a thorough

analysis of Zhejiang sports enterprise development trend, explore the basic rules of its future development, puts forward constructive Suggestions for the development of sports enterprise in Zhejiang, provide theoretical reference for sports management department of Zhejiang province.

1.2 Research Contents and Methods

1.2.1 Research Content

This article has four parts. The opening part is the introduction, which mainly introduces the main content of this paper, studies the background significance of sports undertakings in Zhejiang, and analyzes the content through the corresponding research methods. The second part is based on the actual situation of Zhejiang province, put forward the factors affecting the development of sports in Zhejiang province. The third part puts forward the feasible suggestions and effective measures for the development of sports undertakings in Zhejiang province through research and analysis. The fourth part is the summary.

1.2.2 Research Methods

The first is the literature method, through the database, library and other ways to collect a large number of literature materials, timely grasp the latest scientific research results about the development of sports at home and abroad, as the reference of this paper, research and analysis. At the same time, combining with the actual situation of Zhejiang province, the development direction of sports undertakings in Zhejiang province is concluded. The second is the empirical research method, the use of comparison, classification and other research methods, the current situation of sports in Zhejiang province is analyzed and investigated to find out the factors affecting the development of sports in Zhejiang province, targeted to put forward suggestions or countermeasures to solve the development of sports in Zhejiang province.

2. Factors Influencing the Development of Sports in Zhejiang Province

2.1 Political Factors: Influence of National Policies

As the sports policy to constantly improve and system to continuously improve, our country sports enterprise obtained the rapid development, especially after the reform and opening up, our country sports construction is always facing “universal improve the people's physical fitness, and strive to improve the level of sports technology, actively the construction of spiritual civilization, to serve the socialist” goals. National policy changes will certainly have an important impact on the development of sports, which is conducive to promoting sports consumption, accelerating the integrated development of sports industry and cultural leisure and entertainment industry, and steadily improving the physical quality and healthy living standards of the Chinese people. Subsequently, Zhejiang Province also actively responded to the national policy, proposed to accelerate the development of sports industry, promote sports culture consumption, made it clear that by 2025, The market scale of the sports industry will exceed 500 billion yuan, and the annual output value of the sports industry will account for 1.6% of the total regional GDP. Among them, the annual output value of the sports leisure and entertainment service industry will exceed 40% of the total output value of the sports industry, which will reach the five-year strategic goal of integrated development of the sports industry ^[1].

However, the policy may also have a negative effect on the development of sports. The original sports policies in Zhejiang Province no longer meet the needs of the development of sports in the new era. It is urgent to solve the practical problems of the sports industry structure in Zhejiang

Province is not optimized enough, the sports governance system is not perfect enough, the sports public service is not in place enough, and the construction of sports organizations is not standardized enough. Therefore, the sports undertakings in Zhejiang Province should be diversified into all fields of society and complete the structural transformation of sports undertakings, which not only needs the policy guidance and technical support at the national level, but also needs the idea renewal and strength adjustment of the local government. In recent years, Zhejiang Province has put forward the requirements on the high-level construction of a strong province with modern sports and the reform and development of sports, and made clear the overall ideas, development goals, action plans and measures for the development of sports in Zhejiang province, which laid the foundation for the development of sports in Zhejiang province in the next five years.

2.2 Economic Factors: the Impact of Economic Development Level

Economic society is the important material foundation for the development of sports enterprise. Economic and social development level decides the scale and growth rate of sports enterprise in our country to a certain extent. On the one hand, the development degree of sports undertakings depends on the material guarantee provided by social production, that is, the expenditure needed for the normal operation of sports undertakings and the construction of infrastructure. On the other hand, it depends on the continuous demand degree of labor force for social and economic reproduction in China. The quantity of labor force is in the same direction as the continuous development of sports cause, its scale and speed. The proportion relationship of labor force affects the development trend of sports structure.

According to the relevant data of the National Bureau of Statistics in the sports yearbook report, the overall scale of financial expenditure on sports undertakings is small. In 2011, the scale of financial expenditure on sports undertakings was 36.521 billion yuan, accounting for 0.3% of the total expenditure of the national financial budget. In 2012, the figure was 38.842 billion yuan, accounting for 0.3% of the country's total budgetary expenditure. In 2013, it was 32.241 billion yuan, accounting for 0.2% of the country's total budgetary expenditure. In 2014, it was 33.379 billion yuan, accounting for 0.2% of the country's total budgetary expenditure. In 2015, it was 35.495 billion yuan, accounting for 0.2 percent of the country's total budgetary expenditure. During the 12th Five-Year Plan period, the annual fiscal expenditure on sports accounted for only 0.3% of the total national fiscal budget expenditure, and the proportion did not exceed 1% ^[2]. In some degree, the mass sports enterprise in China is still behind the western developed countries. Economic growth has not fully promoted the development of sports undertakings, which is against the harmonious development of society.

Through the Granger causality^[3] test of the impact of sports investment on economic growth, we can see that increasing the proportion of sports investment is conducive to economic growth. Therefore, the government should increase the proportion of sports investment in the total financial expenditure, which is not only conducive to the scientific development of sports, but also can improve the social and economic structure and promote a virtuous economic cycle.

2.3 Social Factors: the Influence of Sports Health Concept

Sports power construction carries us to achieve national greatness and rejuvenation, social prosperity and lofty dreams of and strong sports, China is strong, that national interest is sports, to speed up the development of national sports construction work on the important agenda, meticulous planning, vigorously promotes the implementation, the top design, as a whole to promote the construction of our country sports enterprise, actively create a new situation in our country sports enterprise development, to build China into the first country in world sports. The country's emphasis

on sports directly affects the people's concept of sports and changes their attitude toward sports. Meanwhile, the change of the national concept of sports also has a negative effect on the progress of national sports.

With the continuous progress of the society, the contradiction between people's demands for sports diversity and unbalanced and inadequate development has become increasingly prominent, and the value of sports has undergone a great change. People have a deeper understanding of sports, and the image of sports in people's minds is also changing quietly. They begin to realize the importance of sports. The idea of "integration of sports and medicine" has become popular, and the relationship between sports and health has become closer. People began to take part in sports activities as a way to release work pressure and enrich life. Concepts such as "healthy China" and "sports for all" were accepted by people. Sports began to play a role in the macro-level of society and the micro-level of individuals, and diversified sports life became a widely accepted life concept. The multiple values of the society provide internal motivation for the social function of sports, which is conducive to meet people's diverse spiritual and cultural needs and improve the vitality and vitality of the whole country.

2.4 Sports Factor Itself: Influence of Industrial Structure Optimization

Coordination and optimization of sports industry structure: Refers to all kinds of sports industry internal structure of all the economic technology and the production department production distribution ratio between the number of relations, reflects both industries between sports technology and services on the producing technology of interdependence, mutual restriction relations, reflect all kinds of sports economic resources in the configuration of the various departments and the sports industry output value in the distribution of each department. The optimization of sports industry structure is a non-static process, which is in line with the development of sports industry in the region by optimizing the adjustment of sports industry structure. Of course, different development stages and time points measure different dimensions, mainly the rationalization of industrial structure and the upgrading of industrial structure ^[4].

Rationalization of industrial structure: industrial structure conforms to the objective law of social development and satisfies the development relationship between various industrial functions. It is not only a reflection of the effective utilization of resources, but also a measure of the structural coupling degree between input and output. At present, there are obvious problems in the structure of Chinese sports industry such as unreasonable layout and unbalanced development. It is necessary to constantly strengthen the coordination and allocation of various function factors in Chinese sports industry, improve the aggregate quality of internal structure of sports industry, and realize the benign coupling between endogenous and exogenous variables ^[5].

Advanced industrial structure: In the process of the continuous development of science and technology and the rapid advancement of industrial structure promoted by the leading industry, input factors flow vertically from the output sector that is lower than the average growth rate of high productivity to the input sector that is lower than the average growth rate of high productivity. The resulting "structural dividend" maintains the continuous growth of China's economy (Peneder, 2002), which promotes the advanced transformation of industrial structure and is also one of the core reasons for the rapid growth of China's economy. However, as my country's reforms enter a deep-water area and a critical period, this "structural dividend" is gradually weakening, and the market's adjustment mechanism appears to be stretched. Establish a leading sports industry and realize the structural upgrading of the sports industry.

3. Suggestions on Accelerating the Development of Sports in Zhejiang Province

3.1 Strengthen Policy Implementation

At present, countries on the basis of “sports development planning”, “healthy China”, “national fitness”, such as sports plan, to provide more sports culture benefits as an important action to realize national sports development strategic target, is advantageous to the sports functional departments by do sports to tube, direct management to indirect management and micro management to macro regulation and control, etc,to realize the steady development of social sports. In order to meet the needs of sports strategy development, Zhejiang Province has established many sports development plans adapted to local conditions and changed the direction of sports development from the original emphasis on competitive sports to the dual development of competitive sports and social sports. In addition, Zhejiang Province will further study and clarify the basic service subjects, contents and methods related to national sports service, introduce a series of policies and regulations to deepen the reform of sports undertakings, improve the credit guarantee system of the sports industry, and strengthen the construction of the sports governance system in Zhejiang Province.

However,the development of sports is not good,the key lies in all levels of government and sports authorities for the construction of public sports service system planning and implementation degree.To this,the government functional departments,especially sports at all levels shall resolutely implement responsibility of the position, will gradually shift of the construction of the sports to the all-round and multi-level sports development layout,support social sports relatively weak areas, play the advantages of Zhejiang in the Internet economy,plans to carry out the national fitness activities,improve citizen's physical quality,so as to promote the high-quality development of sports undertakings in Zhejiang Province.

3.2 Ensure the Financial Input of Public Sports Undertakings

It is necessary to give full play to Zhejiang's economic advantages,the use of public sports services has the characteristics of positive^[6], and follow the law of economic development to give financial input to public sports undertakings, which is conducive to promoting the development of sports undertakings in Zhejiang and strengthening the physical quality of citizens. In addition, due to the level of economic development between various regions and counties in Zhejiang province is different,in addition to shall, in accordance with the relevant financial regulations, implement the central, provincial, municipal, county and township level 5 budget around public undertakings of physical culture and sports to determine the level of financial revenue and expenditure, more need to make sure that people can fully enjoy equal in less developed areas of public sports service, This will inevitably require people's governments at all levels to make joint investment under the basic premise of clearly delineating the administrative financial power and determining the scope of use of power. In short, we should establish and perfect the scientific reasonable fiscal system, keep the public undertakings of physical culture and sports in a reasonable range of fiscal expenditure, increase public undertakings of physical culture and sports material input, set up fiscal transfer payment system, enhance the ability of financial transfer payment in the province and help to achieve the construction goal of “sports strong province”, and made the sports economy become new economic growth point in Zhejiang province.

3.3 Form a New Concept of Civil Society Sports

The comprehensive development of sports can not be separated from the participation of all citizens, but based on the current situation of sports development in Zhejiang Province, citizens'

sports awareness still needs to be strengthened. In terms of regional characteristics, the areas with a good social sports development foundation in Zhejiang have a large resident population, various sports activities are held frequently, and citizens' enthusiasm for participating in sports and fitness is high, while the situation is opposite in the areas with a relatively backward social sports development foundation. In view of this, it is necessary to update the people's social sports concept, form a sports atmosphere of "national fitness" in the society, fully mobilize the initiative and enthusiasm of the people to participate in social sports, and make them realize the charm of social sports. As early as the end of the last century, the Chinese government put forward the outline of the plan for "national fitness", aiming to realize the sound and balanced development of national sports, national economy and social sports as soon as possible, and comprehensively improve the physical fitness and health of contemporary people. Zhejiang Province should take advantage of the trend, support sports health investment, sports industry agglomeration and sports culture consumption and other emerging social sports development points, stimulate the enthusiasm and interest of sports and fitness sports, and finally form a new concept of social sports with Zhejiang characteristics.

3.4 Accelerate the Transformation and Upgrading of Traditional Sports Industry

In the structure of sports industry in Zhejiang, there are still some problems, such as traditional sports industry still occupies a large proportion, the integration and development of sports industry is difficult, the management of sports market is not standardized, the distribution of sports industry is unreasonable, and the relationship between supply and demand of products is not balanced. Under the background of the current "Internet +" era, the sports industry in Zhejiang should keep pace with The Times, formulate and practice a more long-term development strategy of Internet sports, and realize the transformation from the traditional sports industry to the emerging sports industry with high technology content and good product benefits.

As one of the most active and concentrated areas in sports and Internet construction, Zhejiang Province, under the guidance of the national "Internet Plus" and sports industry development strategy, has transformed the "Internet plus" technology as a traditional sports industry into a new engine for innovative sports development, and has become a new driving force for industrial structure transformation and consumption upgrading. The deep integration of the two has become a new model of sports development in Zhejiang, promoting sports consumption and promoting the transformation and development of social economy.

4. Conclusion

Under the macro background of politics, economy, society, culture and so on, China's sports development needs the introduction and implementation of policies, financial financial support, active participation of citizens and optimization of the structure of the industry. Only under the multi-level measures to form a force, can we accelerate the healthy development of sports. Give full play to the important role of sports in the construction of a harmonious society, help Zhejiang on the road to the development of a strong sports province, and finally achieve the great goal of a strong sports province.

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