

The Influence of College Physical Education on Sports Industry Economy

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ABSTRACT

With the promotion of national emphasis on physical education and the vigorous development of sports industry economy, the role of physical education in colleges and universities is increasingly prominent. The purpose of this paper is to explore the influence of college physical education on the economic development of sports industry, analyze the internal relationship between college physical education and sports industry economy, and provide theoretical support for the reform and development of college physical education. This paper mainly uses the method of literature analysis, through the combing of relevant literature, to understand some universities and sports enterprises online, and to conduct scientific comprehensive analysis of the collected information. It is found that physical education in colleges and universities has an important impact on the development of sports industry economy. On the one hand, college physical education has trained a large number of sports professionals, which provides human resources support for the sports industry; On the other hand, the construction and operation of sports facilities in colleges and universities has also driven the demand for related sports products and services, and promoted the development of the sports industry. In addition, the holding of sports events and activities in colleges and universities has also led to the development of related industries such as spectator and tourism. Therefore, strengthen the deep integration of college physical education and sports industry, and give full play to the leading role of college physical education in the development of sports industry.

KEYWORDS

Universities; Physical Education; Sports Industry Economy.

1. INTRODUCTION

As China's economy continues to flourish, all walks of life have sprung up, showing a prosperous scene. However, behind this, we must also face up to a problem that cannot be ignored: although the living standards of the Chinese people are improving day by day, the degree of emphasis on physical fitness and sports development is still insufficient. This attitude has, to some extent, restricted the rapid development of the sports industry.

At the policy level, the support for the sports industry still needs to be strengthened. In terms of funds, the investment of the sports industry is relatively insufficient, resulting in many potential projects difficult to be fully developed. Although many gymnasiums have been built across the country to provide fitness activities for citizens, the participation of the masses is not high, which limits the speed of the promotion of sports to a certain extent [1].

From the perspective of the overall development of sports economy in the whole country, there is a certain disconnect between the strategic planning at the national level and the actual business mode

of market players. This kind of incoordination leads to the unreasonable allocation of resources and restricts the construction process of China's sports economy integration. The operating position of sports brands in the market is relatively weak and lacks sufficient competitiveness, which is not conducive to the long-term development of the sports industry.

In the process of promoting the development of sports, the government attaches too much importance to the construction of sports facilities and the training of young sports talents, but often ignores the actual operation of the sports industry. This tendency may lead to the underutilization of professional talents and the restricted mobility of sports resources, which will affect the healthy and stable development of the sports industry.

At this critical moment, the role of college physical education is particularly important. As the cradle of talent training, colleges and universities can provide a large number of outstanding talents with professional knowledge and skills for the sports industry. At the same time, as an important base for scientific research and innovation, universities can also provide a broad space and innovative ideas for the development of the sports industry.

This paper discusses the role of college physical education teaching in promoting the development of sports industry from the macro level, and puts forward some countermeasures and suggestions.

2. THE RELATIONSHIP BETWEEN PHYSICAL EDUCATION IN COLLEGES AND SPORTS INDUSTRY ECONOMY

Sports have become the preferred way for many people to improve their physical fitness and pursue a healthy life. College students are an indispensable and important force in the sports industry. Therefore, many colleges and universities take the physical training of students as one of the key teaching points, through a variety of sports courses and activities, encourage students to actively participate in physical exercise, cultivate their sports habits and sportsmanship.

Of course, in the physical education teaching process, the basic teaching equipment is indispensable. Whether it is a spacious playground, advanced fitness equipment, or professional sports coaches, are important factors to ensure the quality of physical education. The investment of these equipment and resources not only provides a better sports environment for students, but also promotes the healthy development of the sports industry [2]. The investment and efforts of universities and students in sports projects are slowly converging into a powerful force to promote the continuous progress of the sports industry.

3. ANALYSIS OF THE DEVELOPMENT STATUS OF COLLEGE SPORTS INDUSTRY IN CHINA

The sports cause of Chinese colleges and universities has developed vigorously and become an indispensable part of the national sports cause. From the data point of view, the number of sports venues in Chinese universities is large, complete facilities, and sports talents are abundant. However, there are still many resources that are not fully utilized.

3.1. The Development of College Sports Needs the Support of Sports Industry

According to the current situation of China's higher education, it is difficult to meet the needs of the comprehensive development of colleges and universities by relying solely on the support of national funds. In addition to relying on state funds to maintain daily operations, many universities also need to supplement the funding gap through enrollment fees and loans. However, in the construction of sports facilities, because of its unique high cost nature, the funding problem is particularly prominent [3].

Faced with this challenge, many universities have explored new solutions. Among them, the establishment of campus enterprises and logistics departments has become a common choice. This not only helps colleges and universities to achieve self-sufficiency and reduce financial pressure, but also is an inevitable trend of independent development of colleges and universities. By doing so, universities can integrate resources more effectively and promote the coordinated development of sports with other fields.

3.2. College Students' Awareness of Sports Consumption is Weak

Most students are passionate about sports and understand the benefits of physical and mental health, teamwork, and personal willpower. However, it is worth noting that the current sports concept of college students is not fully mature. Some students still hold the one-sided view that "sports is a public good", and they do not have a deep understanding of the importance of sports and fitness, and even appear more conservative in sports consumption. All these problems restrict the healthy development of college sports to some extent. Therefore, it is necessary to further guide the students to establish the correct sports concept and promote the all-round development of sports cause.

3.3. The Sports Industry Management System is Inefficient

At present, some sports management systems in China still adhere to the core concept of "building a sports power", but there is a clear deviation from the actively advocated "national fitness" plan. Under this model, the allocation of national sports funds is often too concentrated on the athletes, ignoring the needs of the general public for sports. This unbalanced allocation of resources not only leads to the imbalance of the sports industry market structure, but also the lack of effective regulation of the market. Therefore, some sports assets are idle and fail to give full play to their due economic and social benefits, which undoubtedly constitutes a serious restriction on the healthy development of China's sports market [4]. It is necessary to re-examine and optimize the sports management system to ensure a more equitable and effective distribution of resources, so as to promote the overall prosperity of the sports industry.

4. THE INFLUENCE OF PHYSICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON THE ECONOMIC DEVELOPMENT OF SPORTS INDUSTRY

As an important goal of physical education in colleges and universities, the development level of sports industry is directly related to the future trend of China's sports cause. In the college education system, physical education occupies a crucial position. By strengthening physical education for students, it can not only effectively improve the physical quality of students, but also guide them to form healthy sports consumption habits. Scientific and systematic training methods not only allow students to enjoy the fun of sports, but also let them gradually realize the value of sports consumption, so as to pay more attention to the investment in sports equipment and services in daily life [5].

In addition, the deepening of physical education can also change students' buying habits to a certain extent. In the process of participating in sports activities, students will gradually have a strong interest in sporting goods, equipment, etc., and then form a stable consumer demand. This is not only conducive to the sustainable development of the sports industry, but also provides a broad market space for related industries.

5. COUNTERMEASURES TO PROMOTE THE ECONOMIC DEVELOPMENT OF CHINA'S SPORTS INDUSTRY BY USING PHYSICAL EDUCATION IN COLLEGES AND UNIVERSITIES

5.1. Students Should Be Guided to Pay Attention to Physical Education

In college physical education, we should not only pay attention to teaching students professional sports knowledge, but also guide them to apply what they have learned to practice and actively participate in the sports industry. This requires that students should pay attention to the combination of theory and practice in teaching, so that students can master the knowledge of sports at the same time, but also can effectively use the knowledge.

At the same time, it is also necessary to guide students to change their understanding of physical education from the concept, so that they can correctly understand the function and significance of physical education, and make it closely connected with the development of sports industry.

In college life, students often find it difficult to spare time to participate in sports activities because of heavy academic pressure. This situation not only affects the physical and mental health of students, but also restricts the development of physical education. In order to change this situation, it is necessary to make more reasonable and scientific planning for physical education curriculum.

The curriculum content needs to be more enriched to attract students' interest and let them feel the fun of sports in participation. Secondly, we should make full use of the limited time for sports activities and arrange various sports activities reasonably to ensure that students have enough opportunities to understand and be familiar with various sports. Through such efforts, sports can be more closely integrated with students' daily life.

5.2. Strengthen the Construction of Sports Facilities

In order to really improve the quality of physical education, we must increase the investment in physical education materials while promoting the development of physical education [6]. Specifically, schools should focus on the construction of sports venues. For example, basketball courts and football fields are popular places for students to play sports, but many schools are not well equipped in this regard. Therefore, schools should invest more resources in the construction and improvement of corresponding venues to ensure that students can play sports in a safe and comfortable environment. At the same time, a good sports environment will provide students with more opportunities to practice, thereby improving their motor skills and comprehensive abilities.

5.3. Improve the Comprehensive Quality of Teachers

At present, China's colleges and universities are facing a serious shortage of physical education teachers. Which undoubtedly poses a threat to the long-term development of physical education.

For PE teachers, the improvement of professional quality is very important [7]. Schools should strengthen the training of PE teachers to improve their professional skills and teaching level. At the same time, teachers are encouraged to actively explore new teaching methods and means to lead college physical education to a higher level of development. Only in this way can we provide students with more high-quality and efficient physical education and promote their all-round development of physical and mental health.

6. CONCLUSION

China's sports industry is booming, and sports industrialization, as a key driving force, is gradually becoming an important direction for the development of the industry. In this process, colleges and

universities, as an important base of physical education activities, play a pivotal role. They are not only a place for the transfer of sports knowledge and skills, but also a powerful engine to promote the vigorous development of the entire sports industry.

Looking forward to the future, college physical education should keep up with the pace of The Times, in-depth analysis of the current teaching environment and student needs. Teachers should abandon the outdated concepts and unreasonable teaching plans that may exist in the past, and pay more attention to the overall development of students, especially the cultivation of mental health quality. Through scientific teaching methods and rich practical activities, students are guided to form a positive sports spirit and cultivate their indomitable will.

In this way, it can not only transport more high-quality talents for China's sports industry, but also lay a solid foundation for the long-term development of the industry. Let us hope that physical education in colleges and universities will play a more important role in promoting the process of sports industrialization and contribute more to the prosperity of China's sports cause.

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