

# Hierarchy Analytic Model based on Resource Optimization and Structural Layout of Sports Industry

Hongchun Jia

*Institute of Physical Education, Beihua University, Jilin, Jilin Province, 132021, China*

**Keywords:** Sports Industry, Structural Layout, Resource Optimization, Sports Service.

**Abstract:** The work studies the structural optimization of sports industry to provide theoretical support for hierarchical optimization and adjustment of sports industry structure in China. Basic analysis of resources and structural layout is included in the work, and structured analysis is implemented in the strategic layout of sports industrial resources. We also analyze the development and industrial layout of sports industry. However, for the uneven structure of Chinese sports, cluster effect of sports industry should be promoted. This work analyzes sports industry from multi-levels, with the innovation of longitudinal and transverse contrast of sports industrial development.

## 1 INTRODUCTION

Structure optimization of sports industry is an important way to develop sports industry. The structural optimization of the overall sports industry has been mentioned in the views of the State Council and relevant national sports authorities, and more impetus will be provided for sustainable development. Therefore, structural adjustment of China's sports industry needs a comprehensive assessment on structure and development of sports industry (He Zhenwen, 2009). Development countermeasures need to be optimized on this basis.

What's more, various sports professions cannot form a close network, and different market structures exhibit differences. For sports products, the overall level is still low, and attached value in sports products is not high. As a result, it is impossible to show cluster effect of sports industry. As for the professional development, professional level in the eastern region is relatively lower, while in central region it is higher (Wang Qingbo, 2007). Various sports professions having showed some differences and structural efficiency being not obvious, further adjustment and optimization is needed.

## 2 BASIC ANALYSIS OF SPORTS INDUSTRY RESOURCES AND STRUCTURAL LAYOUT

Inherent ownership structure of Chinese sports industry is complex. With the deepening of market economy reforms, sports industry is mainly based on non-public ownership, showing a more obvious urban-rural dual structure. China's sports industry is concentrated on the eastern region. Sports training are the most potential one among all professions in sports industry. During its development, Chinese sports industry has showed proportional imbalance.

## 3 STRUCTURED ANALYSIS ON STRATEGIC RESOURCE LAYOUT

Rationalization of sports industrial structure refers to coordination and combination of various inherent elements in sports industry, especially connection between input and output. So it is required to adjust the composition and level, making inherent composition more reasonable and changes conform to reasonable level and structure of sports industry. Inherent strategic layout also needs to coordinate on output and input (Che Jianping, 2007). The overall quality will be enhanced to keep balance between market supply and demand.

### 3.1 Advancing Resource Strategy

Advancing resource strategy is the first step to optimize the structure of resource and strategy in Chinese sports industry. Advancement is to promote sports industry from a low level to a high one, driving sports industry to a high-tech level on resources distribution and contributing to a shift of internal structure from a low-tech form to a higher one.

Advanced internal structure needs wide application of science and technology in sports industry. It means industrial structure and inherent elements will be advanced by science and technology on higher level. Thus production efficiency in sports industry will be improved by encouraging internal corporations to employ relevant production factors by new science and technology. Hierarchic structure reforms is largely affected by differences in upgrading productivity of various professions, or differences in elastic demand of sports products and services. Ultimately, a different orientation will appear in internal industrial structure. Developing sports industry is to achieve a qualitative change of industrial structure through the judgment of inherent superiority of sports industry.

Firstly, it is necessary to increase added value of sports products to encourage relative production and research departments to use new science and technology, gradually strengthening related added value. Secondly, intensive production is advocated, making economies of scale more obvious. Lastly, internal soft power of sports industrial structure will be enhanced to attract more high-tech talents through talents introduction mechanism, especially on deepened processing technology. In terms of structural information, more information and technology is used to innovate in various departments to enhance the level of internal information collection.

### 3.2 Structural Pattern of Chinese Sports Industry

In terms of ownership structure, non-public structure is the main body, different forms of ownership coexisting with each other. In the past, sports industry, the same with other industries, was carried out on basis of single state-owned assets, public economy being the main body and core. But since the reform and opening up, ownership structure has shifted with the gradual integration into the global economy and the overall social industrial reform.

Different kinds of ownership coexist with each other.

Judging from professional development, production and supply show the characteristic of non-public ownership. Production and supply of sporting goods are in basic stage. With the development of opening up, sporting goods industry in China will show deeper non-public ownership. However, more capitals in sports service industry from Hong Kong, Macao, Taiwan, as well as foreign countries still have greater dependence on state-owned assets.

For organizational form, it should take sports service industry as the core, and optimize industrial structure around sports services, forming industrial clusters or maintaining relatively close industry chain. Different industries are included from sporting goods supply of hardware to middle services, such as sports competitions, sports performance and sports leisure and fitness.

From organizational form of sports industry, for-profit corporations and non-profit corporations are evenly distributed among various professions. Although sports industrial profession in this regard is relatively robust, profitable sports production departments show low technology and non-profit departments are underdeveloped. Particularly, there is a big short board of development in sports schools and organizations of third parties. A big gap of development is lying between these schools and organizations which cannot catch up with social modernization. The fundamental reason is that the basis for the development of sports industry is not strong enough. Industrial structure and speed in China needs further optimization.

## 4 OPTIMIZATION OF STRUCTURAL LAYOUT

Since the reform and opening up, China's sports industry has gone through great qualitative changes. However, judging from current situation, sports industry in China is at a relatively low level, cluster effect being unable to perform. Therefore, to develop sports industry in China, actual situation of sports industry should be considered. Departments of sport industry need to be analyzed to provide countermeasures on optimization of structural outline.

#### 4.1 Providing a More Favorable Investment and Social Environment

It is impossible to totally rely on technology upgrading and transition to achieve breakthroughs. Therefore, to develop sports industry, it is necessary to provide and build a more favorable social and investment environment. Because of interactive relationship between sports industry and surrounding environment, sound social and economic infrastructures can provide a very important driving force for internal structural adjustment. Based on increasing China's national income and disposable income of Chinese nationals, sports industry structure is optimized. Then it will upgrade consumption level of Chinese nationals and have some new sports consumer demands, turning sports industry into an important power for sustainable development. Potential social resources among the community will be found out from diversified sports consumer demands, representing diverse levels of national values in sports industry. Demand of the whole society will be increased to turn into a great impetus of sustainable development. Eventually different ownership economies in sports industry coexist with each other and various economic components participate in each other, so that sports industry will develop gradually.

#### 4.2 Encouraging Sports Services and Optimizing Sports Industry Structure

Although sports service industry is not the core of sports industry, it will gradually become the core and connect with every production department in future trend. Judging from sports industry in western developed country, many countries have surpassed the traditional production and supply industry of sports products, either on development scale or investment scale with development of sports industry. Britain and the United States are typical ones which regard sports industry as the core. Sports industry is found to be single and depend on developing sports goods by analyzing sports industrial structure from the point of industrial index system. However, Sports service in China is relatively lag. Therefore, government and sports authorities should attract relevant resources to raise investment proportion in sports service industry, especially in developing sports leisure and constructing stadiums. It should be generalized to most of cities in China, especially the eastern region,

to optimize internal structure and layout of sports industry.

#### 4.3 Allocating Sports Industrial Departments in China and Displaying Industrial Efficiency of Structure

It is decisive for sports industrial departments to maintain a scientific and reasonable proportional relationship, especially for healthy, sustained and stable development of sports industry. The analysis shows structural effect of sports industry is not obvious. There are some differences in advantages of various production departments, as well as, contributions to economic structure. These need optimizing and adjusting. Therefore, reasonable adjustments should rely on specific situations of sports industrial departments. Different optimization strategies will be taken to develop inherent superiority brand industries, strengthen their leading role, and spur development of associated departments. In developing process, industrial departments, less competitive but with certain contributions to sports industry, should be developed. Particularly, they should be allowed to stand out characteristics, showing strong competition to promote construction industry benefits of the entire sports industry.

### 5 CONCLUSIONS

Structure of sports industry refers to various economic components, their relationships and proportion in sports industry. Structural elements, related to sports industry, have different levels and combination modes. For sports industry in China, all intrinsic structures, organizational, regional structures of sport professions are very critical. Structure layout optimization is a reasonable adjustment of sports industrial structure. It will strengthen internal relevance to economic components and industrial departments. In terms of structural coordination, rational and scientific industrial structure is needed to stabilize the proportion of sports industry. In particular, it is important to obtain the dynamic balance between economic and social benefits.

## REFERENCES

- Che Jianping, Yang Shuai. Demonstrative Research on Sports Industrial Structure in Guangzhou City. *Journal of Guangzhou Physical Education Institute*. 2007(02):88-91.
- He Zhenwen, Zhao Bing, Cai Xudong, Zhang Zhuolin. On the Relation between Sport Industry Structure and Sport Major Graduates' Employment Structure. *Journal of Beijing Sport University*. 2009 (12):79-81.
- Wang Qingbo, Chen Jianjun. The Evolution Agents and Development Suggestions of Our Country's Sports Industry's Structure. *Journal of Zhangzhou Normal University (Natural Science)*. 2007:115-119.

