

Economics

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RESEARCH ON THE DEVELOPMENT OF RURAL SPORTS INDUSTRY AND SPORTS ECONOMY

***Summary.** With the development of our economy, sports industry also occupies a very important part in economic development. Since the successful bid of the Olympic Games in China, the sports economy has developed rapidly. Sports industry promotes the development of sports economy, and the development of sports economy provides a strong pillar for the rejuvenation of sports industry. Rural sports also plays an important role in sports rejuvenation, and the development of sports economy in China can not be separated from the support of rural sports economy. The state pays more attention to the problem of agriculture, rural areas and farmers, and the development of rural economy enters a new historical stage. The rise of sports industry can promote the further growth of rural economy, change the existing economic structure of rural areas, and promote the better and faster development of rural economy.*

***Key words:** sports industry; rural economy; industrial development.*

1. Development of Rural Sports Industry in China

The economy in rural areas of our country has been developing rapidly in

recent years, the material living standard of the people has been improved effectively, and the people have begun to pay attention to their own health problems. After the national fitness plan was put forward and implemented, the people's fitness consciousness was improved, and the sports industry and sports activities developed in rural areas. At the present stage, the structure of rural sports industry is not perfect, showing the characteristics of simplification, mainly including welfare lottery, sporting goods, sports tourism, training institutions and other entertainment consumption. Sports industry is one of the newly developed industries in rural areas in recent years. With the implementation of rural revitalization strategy, rural economic construction in the new era is facing great opportunities and challenges.

Under the background of the continuous improvement of the level of economic globalization, there are many problems in the development of rural sports industry in China, such as low market level, small coverage, lack of stability and so on, especially in the sports market economy. The economic development in many fields is very unsatisfactory. The lack of perfect sports public service system in rural areas is one of the important reasons for the rural people to participate in sports activities, the level of sports culture is not high, and the development of various sports projects lags behind. Therefore, in order to better realize the great strategic goal of sports power, it is necessary to analyze all kinds of reasons that restrict the development of rural sports industry and sports economy in China

As a result, the gap between rural areas and urban areas is narrowed, so that the sports industry and sports economy in urban and rural areas can be coordinated development.

2. Significance of Developing Rural Sports Industry Structure.

2.1 The modernization of the sports industry promotes the promotion of cultural values. The inheritance and development of sports is a special form of expression to continue local cultural activities. The traditional

sports in our country not only play an important role in improving the physical quality of the people, but also contain a lot of unique cultural values. Local government departments and related enterprises can vigorously publicize the cultural value of traditional sports activities, enhance the influence of their culture, and speed up the construction of sports related facilities. The deep integration of cultural advantages and industrial ideas can not only further broaden the scope of promotion of sports ideas, but also develop the intrinsic values contained in sports projects in depth, and realize the purpose of active participation of social groups in sports activities.

2.2 There is a huge potential for sports economic development in rural areas. At present, the development of sports industry and sports economy in rural areas of our country has moved from the basic stage to the entertainment stage. More and more rural people begin to accept the concept of health management and sports leisure. Rural people will experience professional fitness services, adjust and strengthen the psychological state as a new fashion trend. In addition, from the point of view of the construction of sports infrastructure in rural areas, rural areas have broader space conditions for the construction of sports venues, with more choices, and some rural areas have unique natural features. This for the construction and development of sports leisure and entertainment projects, has a great advantage.

2.3 Government departments use policy advantages to support the development of the rural sports industry. At this stage, the construction of various stadiums and sports infrastructure in China is basically funded by the government to improve the overall quality of the people, which can not be separated from the support of sports construction and national fitness. These policies are of great value to the development of rural sports industry and rural economy. The management departments of rural sports in China attach great importance to the development of sports industry, and actively build sports venues and basic sports facilities by using various preferential policies and

supporting advantages. It has played an effective role in promoting the development of rural sports industry in China.

3. The impact of the development of rural sports industry on the development of sports economy.

3.1 The development of sports economy restricts the development of rural sports industry. The so-called sports economy is actually an economic development model after the integration of sports and economic system. China's sports economy has made certain achievements in recent years, speeding up the pace of industrialization of sports projects, but in essence, Because of the unbalanced regional development of sports economy and the imperfect development mechanism of sports economy, these problems restrict the transformation and development of rural sports industry. Our country belongs to the agricultural big country, the number of people engaged in agricultural related activities is very large, so, this has greatly enhanced the importance of the development of rural sports, the personnel engaged in agricultural related activities basically live in rural areas, They generally lack the consciousness of fitness and physical exercise. Compared with the cities with high overall development level in rural areas of China, the development of various sports propaganda activities and the promotion of various fitness projects are more difficult. Although rural areas have the advantages of land resources and natural resources, the construction of sports infrastructure facilities is difficult to carry out and complete without sufficient financial support.

3.2 The development of sports industry is helpful to promote the development of rural sports economy. The deep development of rural sports industry has effectively promoted the rapid development of sports economy. Sports industry has always been a public welfare industry, mainly under the leadership of government departments, the construction of sports infrastructure, sports knowledge and fitness knowledge. Nowadays, with the continuous development of sports industry, the industrialization structure with economic

value has been formed, and the industrial chain has been formed and developed, which has accelerated the development of regional sports economy. In addition, the development of rural sports industrialization can also increase the employment rate in rural areas and make more and more rural people participate in sports industry projects. On this basis, the economic value of sports activities has been further improved, and the development of sports industry will be supported by sufficient human resources to obtain more development power. With the popularization and improvement of comprehensive fitness consciousness, sports related products have gained more market demand. In the process of producing and designing sports products, they will be more targeted. At the same time, the sports industry has been effectively broadened, and the sports industry is also developing towards diversification.

4. Suggestions and Countermeasures to Speed up the Development of Rural Sports Industry and Sports Economy

4.1 Speed up the development of rural sports economy. In the process of urban and rural integration development, the sports industry structure in rural areas has the problem of unbalanced development, there is a big development gap between different regions, and the development of sports projects is insufficient. Therefore, we should speed up the development of rural economy, combine the planning of sports market, distribute according to work in rural sports tourism, and improve basic construction on the basis of combining local characteristics. Carry out effective propaganda activities to attract more tourists' attention and accelerate the development of rural economy. In addition, for some remote and backward rural areas, it is necessary to actively carry out precision poverty alleviation activities, improve the moral cultivation level of residents, attach importance to the construction of sports culture, and create sports and entertainment projects with strong rural characteristics. To promote the continuous development of rural sports industry.

4.2 Attach importance to the construction of sports public service

facilities. The construction of public service facilities revolves around education, medical treatment and other links. There are still many problems in the construction of sports venues and sports facilities, which is not conducive to the overall balanced development of the sports industry, and the promotion of national physique has been greatly affected. At present, the factors that affect the economic development of sports industry mainly include two aspects: one is the lack of sports public service facilities, the other is the lack of sports fitness consciousness of farmers. Therefore, it is necessary to optimize the industrial structure and strengthen the construction of sports public service facilities.

Conclusion. In the process of developing national sports economy, the construction of rural sports is a very important part. Speeding up the industrialization development of rural sports and promoting sports activities have higher economic value is the key to the development of sports economy at the present stage. Nowadays, the people's demand for sports and entertainment projects is constantly increasing. The relevant departments should improve the sports public service system on the basis of the actual development of the rural sports industry structure. Ensure balanced development between rural sports industries in different regions and invest more sports. Make full use of the preferential policies of government departments, fully and reasonably integrate social resources, meet the diversified needs of rural people, and effectively solve all kinds of factors and problems affecting the development of rural sports industry and rural economy. Lay a solid foundation for the development of sports economy.

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