

Collaborative Development of Sports Industry and Cultural Industry in the New Period

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Abstract: Based on the study of sports and cultural relations, the relationship between sports industry and cultural industry is discussed. The sports industry and cultural industry are developed under the historical conditions of the market economy with the refinement of the social division of labor, the development of the market economy, and the increasing level of human needs and income, and are the advanced stages of the commercialization of sports products and cultural products; Industry and cultural industries promote and complement each other.

1. Introduction

Both the cultural industry and the sports industry are high-rising sunrise industries. Overall, although the cultural industry has received much attention in the academic field in recent years and the research results have soared, the theoretical research in their respective fields is still in its infancy. It is not an independent discipline. There are no more mature theoretical systems, and there are still some controversies in the definition, category, classification and index system of cultural industries. Under this background, whether it is the theoretical discussion of the cultural industry and the sports industry, or the comparative study of the two, needs to be further emphasized and intensified.

2. The Strategic Significance of Promoting the Linkage Development between Sports Industry and Cultural Industry

The cultural industry is an important part of the cultural industry and also represents an important direction for the future development of the cultural industry. The integration of sports industry and cultural industry has risen to the level of national strategy. In March 2010, the State Council promulgated the Guiding Opinions on Accelerating the Development of the Sports Industry, becoming the first-ever sports industry policy promulgated at the national level. The comments stressed that “coordinating and promoting the interactive development of the sports industry and related industries, promoting the composite management of the sports industry and related industries such as culture, tourism, and electronic information, and promoting the relevance of sports tourism, sports publishing, sports media, sports advertising, sports exhibitions, sports videos, etc. Industry development.”¹ This means that the national level has placed the interactive development of the sports industry and the cultural industry in an important strategic position. Today, the advent of the Internet era has declared that the cultural industry has entered a period of rapid development, and has also given the sports industry a new ecological environment. Online video, online publishing, sports websites, and interactive communities extend the human body. Combining sports products with sporting events provides consumers with a platform for instant online interaction. People can enjoy high-level global competition. Increased interaction and exchanges, thus providing the sports industry with a new carrier of communication and experience. From this perspective, the research on the linkage development between the sports industry and the cultural industry will break through the exploration of a single theoretical framework for the sports industry. Taking the sports industry as a whole industry, it extends the theoretical research boundary of the sports industry to the emerging theoretical level of cultural industry research, studies the various relationships between the sports industry and cultural industry formats, sports elements and

cultural elements, and explores and summarizes the future of China's sports industry. Develop basic laws and trends so as to achieve the expansion of the traditional sports industry's theoretical connotation and extension, and then form a new sports industry theoretical system.

Judging from the actual operation level, the linkage study between the sports industry and the cultural industry will provide a development path for the sports industry to explore network development channels. Based on the international community, the sports industry and cultural industries have been replaced by the formulation of the "sports culture industry." The sports culture industry is both a sunrise industry and a green industry and has become an important part of the national economy. In Western developed countries, the sports culture industry is a mature industry. The gross output value of the global sports industry has reached more than US\$400 billion annually, and it has grown at a rate of 20% per year. The employment opportunities provided by the sports industry in the United States and Australia exceed the major industries such as railways, insurance, and electricity. In fact, the internationalization of sports and the internationalization of competitive sports determine the increasingly international characteristics of the sports industry. It also determines that the cultural industry with limited time and space and openness will demonstrate its advantages and promote breakthroughs in the sports industry. National borders become a global economic activity. In other words, the development of the cultural industry has broken the boundary between the industrial boundary and the domestic and foreign regions, and has been endowed with inherent openness and global mobility characteristics, which coincides with the characteristics of the sports industry towards internationalization. In this sense, Promoting the joint development of the sports industry and the cultural industry will help boost the overall rise of China's sports industry.

3. Linkage Logic between Sports Industry and Cultural Industry

The so-called sports industry is based on the competitive fitness and entertainment industry, sports competitions and performances industry, sports training industry, sports intermediary industry, sporting goods industry and other industries, supplemented by multiple industries, business projects are relatively complete and complete industrial system. According to statistics, the scale of sports and related industries in China will reach 2 trillion yuan in the future, and the development potential is huge. 4 The cultural industry is based on network technology as a platform, digitalization is the core of the business industry that is engaged in the production, circulation, and provision of cultural content services for Internet cultural content. The online game industry, online video industry, network information industry, network television and network movies Industry, online publishing, blogs, and BBS are all important formats of the cultural industry. The integration of the two independent individuals, the sports industry and the cultural industry, into a single platform for discussion is actually due to the existence of a fit between the two: the sports industry and the cultural industry in the content system, product characteristics, audience target, and management system. The development model is similar.

The cultural industry has built a bridge for the development of the sports industry. The cultural industry has broken through time and space restrictions, reduced the intermediate links of communication, met the needs of the masses in a more rapid and direct way, and achieved communication with the sports audience. International integration has played a catalytic role. In fact, for a long time, our understanding of the sports industry and the neglect of the demands of market consumers have led to a decline in the concept of sports culture and the loss of communication. As a result, the growth of sports population in China has been slow, the sports industry market has become unstable, and the sports industry has been competitive. Not strong [12]. As a result, the sports industry's disregard for sports audiences and the cultural industry's extreme concern for netizens are in stark contrast. The main body of the cultural industry is China's 4.2 billion Internet users and 277 million mobile Internet users. 5 In the Internet age, the main position and role of netizens are unparalleled. The changes in the various forms of business of the cultural industry and the innovation of products need to be integrated into the needs and demands of netizens; while the main bodies of the sports industry are also active individuals, the needs and demands of the sports

audience. It must also become the driving force and potential for the development of the sports industry. The interaction between the sports industry and the cultural industry is the core and the mainstream. Differences and differences should be reduced. The future development of the sports industry must be based on the collaborative development of the cultural industry. The so-called linkage development is a comprehensive concept with "harmony" as its core concept. It not only refers to the linkage between sports elements and cultural elements, the linkage between the sports industry subject and the cultural industry subject, but also refers to the linkage and integration between the sports industry and the cultural industry. And the harmonious development of other elements.

The development of the sports industry is in a new period of sharp increase in the consumption of sports culture. The imbalance between the development of the sports industry and the cultural industry in terms of strategic positioning, policy support, development model, and industrialization level indicates that the potential of the sports industry has not been fully released. This not only fails to meet the demand for explosive growth of sports and cultural consumption, but also limits it. The expansion of the sports culture market space has restricted the development of the sports industry. Therefore, we must make full use of the sound development platform provided by the full rise of the cultural industry, give full play to the advantages of the cultural industry's comprehensive integration of space-time factors, and comprehensively utilize the agglomeration efficiency of sports resources and sports cultural elements to overcome barriers to the development of the sports industry to the utmost. The process of networking, industrialization and marketization of the sports industry. The key to the development of the linkage between sports and cultural industries is to follow the sports industry's own development laws, and to tap and bring into play both the resource agglomeration and complementary advantages, and promote the integration of the advantages of cultural industries into product innovation, model innovation and operational innovation in the sports industry. , Integrate and build network platforms, expand the space and market for the development of the sports industry, fully activate the productivity of the sports industry, and achieve a bigger and stronger sports industry.

4. Strategies for Promoting the Linkage Development between Sports Industry and Cultural Industry

It attaches great importance to the application of cultural industry theory to the theoretical study of the sports industry and guides the interactive development and practice of the sports industry and the cultural industry from a theoretical perspective. Established the logic of linkage development as the analytical framework and the interactive development strategy system as the content theory system, analyzed the strategy and path for promoting the linkage development between the sports industry and the cultural industry, and supported the innovation of sports industry management system, the innovation of policies and regulations, and the sports industry. Development model innovation, sports industry organization innovation and collaboration. This theoretical analysis system must have an accurate macro, meso-, and micro-position. At the macro level, the government's policy support for the sports industry has been increased. Under the premise of doing a good job of sports fitness and classified management of the profitable sports industry, while accelerating the development of sports undertakings, it has actively promoted the marketization and networking of the sports industry. Activate the vitality of the industry, and finally form the development pattern of the sports industry with multiple ownership systems; and actively promote the organic integration of the sports industry and the cultural industry in the policy and encourage the integration of the two industries; at the meso level, promote the sports industry to accelerate the construction of the sports industry. The cultural service system actively plays the role of sports associations and sports intermediary organizations; at the micro level, it encourages sports enterprises to produce networked and creative sports cultural products and services with high-tech content and competitiveness.

From the perspective of the development of the sports industry, more and more attention is paid to the cultural connotation and entertainment characteristics of sports as well as to the individual

needs of consumers. This is exactly the same as the multicultural and strong interaction characteristics of the cultural industry. The power of culture is the core competitiveness of sports events. For example, basketball games created by the NBA are actually the expression and dissemination of American-style entertainment and lifestyle; brand events such as the Premier League, tour de France, and the Olympic Games all include a unique culture. The spread of ideas, therefore, the integration of sports products and cultural products must be based on the exploration of the cultural connotation of sports products, cultural marketing. On the one hand, it is necessary to actively promote cooperation between sports companies and cultural enterprises, seek innovation in product integration, develop cross-products, and build a network platform for the production, trade, marketing and copyright protection of sports products. On the other hand, it is necessary to promote the construction of network intermediary services in the sports industry and better serve the advancement of the sports industry network. In addition, it is necessary to actively foster the sports industry brokers in the Internet era to not only understand network knowledge, but also understand the operation of the sports industry and have comprehensive service capabilities.

5. Conclusion

This paper discusses the integration of cultural and sports industries in cultural innovation and creative economy and their contribution to high value-added. It explores both cultural content support, cultural content industrialization, and how to use scientific institutional policies to guide the development of cultural content. The transformation of its products, the promotion of creative content development, and the policies, timing, systems, and measures that relate to these content. These problems are all aspects that need to be solved urgently. They are summed up in time and theoretically analyzed. These researches and their achievements will have significant implications for the development of the cultural industry and sports industry in which China is starting.

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