

The Incremental Manufacturing Path of Jilin Province's Sports Industry Based on the Modernization Strategy with Chinese Characteristics

Yang Wang^a, Xin Liu^{b,*}

Changchun University of Finance and Economics, Changchun, 130122, Jilin, China

^a327272186@qq.com, ^b8558101@qq.com

*Corresponding author

Keywords: Chinese characteristics; Modernization strategy; Jilin Province; Sports; Industrial increment

Abstract: With the improvement of people's living standards and the enhancement of health awareness, the number of people participating in sports activities and watching sports events continues to increase, providing a broad market for the growth of the sports industry. Currently, the government strongly supports the growth of the sports industry, making it an important support for economic structure optimization and upgrading, as well as high-quality development. Jilin Province has abundant sports resources and unique geographical advantages, but the growth of its sports industry is relatively lagging behind. This study aims to explore the current development status and problems of the sports industry in Jilin Province, and propose targeted incremental manufacturing paths based on the modernization strategy with Chinese characteristics, providing decision-making references for the rapid growth of the sports industry in Jilin Province. To achieve this goal, specific implementation plans are proposed in the article: increasing the upgrading of core industries, expanding supporting industries, developing derivative industries, and promoting cross-border integrated development. At the same time, policy guarantees, talent cultivation and introduction, market promotion and brand building, as well as technology leadership and ecological protection are also key factors to ensure the successful implementation of this path.

1. Introduction

In the past few decades, the sports industry has experienced remarkable development on a global scale. Sports industry includes not only traditional sports events and sports media, but also sports sponsorship, sports tourism, sports science and technology and other fields[1]. With the improvement of people's living standards and the enhancement of health awareness, the number of people participating in sports activities and watching sports events is increasing, which provides a broad market for the growth of sports industry[2]. These policies not only improve people's living standards, but also provide a strong guarantee for the growth of sports industry.

The modernization strategy with China characteristics is a strategy put forward by the China government to promote the all-round economic and social growth of China[3]. The strategy emphasizes the people-centered development idea and promotes the coordinated growth of economy, politics, culture, society and ecological civilization. As an important part of China's economy, sports industry is closely related to China's characteristic modernization strategy.

Jilin Province has rich sports resources and unique geographical advantages, but the growth of its sports industry is relatively backward[4]. Therefore, how to find the incremental manufacturing path of sports industry in Jilin Province by combining the modernization strategy with China characteristics has become an important research topic. However, at present, there is relatively little research on how to find the incremental manufacturing path of sports industry in a relatively backward area like Jilin Province in combination with the modernization strategy with China characteristics. This study aims to fill this research gap and provide decision-making reference for the rapid growth of sports industry in Jilin Province.

2. Analysis on the development status of sports industry in Jilin Province

2.1. Analysis on the structure of Sports industry in Jilin Province

In recent years, the Jilin provincial government has issued a series of policies to promote the integrated growth of sports, tourism, culture and other industries and accelerate the rise of sports industry. At present, the sports industry in Jilin Province mainly focuses on sports events, sports training and sales of sporting goods, and is gradually expanding into sports tourism, sports media and other fields[5]. With the further support of the Jilin provincial government for the sports industry and the growing market, the prospect of the sports industry in Jilin province is very optimistic.

The structure of sports industry in Jilin Province is as follows: (1) Core industries: mainly including sports events, professional sports clubs and athlete training. At present, there are some well-known sports events in Jilin Province, such as Jilin Ice and Snow Sports Festival, which attract a large number of participants and spectators. However, compared with other developed provinces, the number of professional sports clubs in Jilin Province is small and the degree of marketization is relatively low. (2) Supporting industries: such as manufacturing of sporting goods and construction of sports venues. The growth of sporting goods manufacturing industry in Jilin Province is relatively backward, lacking well-known brands and innovative ability. At the same time, the construction of sports facilities is relatively slow, especially in some grass-roots and rural areas. (3) Derivative industries: such as sports tourism and sports media. Jilin province is rich in natural and cultural landscapes, which provides great potential for sports tourism. For example, snow and ice sports in winter attract a large number of tourists. However, the growth of sports media in Jilin Province is still in its infancy, lacking an influential sports media platform.

2.2. The problems and challenges faced by the growth of sports industry in Jilin Province

Jilin Province has a certain foundation and potential in the growth of the sports industry, but it also faces many problems and challenges, as shown in Table 1.

Table 1 Challenges in the sports industry

Challenge	Specific content
Unreasonable industrial structure	The sports industry in Jilin Province relies too much on the core industry, while the growth of supporting industries and derivative industries lags behind.
Low degree of marketization	Compared with other developed provinces, the sports industry in Jilin Province has a low degree of marketization and lacks market competitiveness and innovation ability.
Insufficient capital investment	The growth of sports industry needs a lot of capital investment, but the investment in this area in Jilin Province is relatively limited.
Lack of talents	Jilin Province lacks professional sports industry talents, especially in the fields of sports event operation, sports goods manufacturing and sports media.
Regional restriction	Because Jilin Province is located in the northeast of China, the growth of some sports activities is limited by climate and geographical location.

The specific challenges are as follows: ① Unreasonable industrial structure: At present, the sports industry in Jilin Province relies too much on the core industry, while the growth of supporting industries and derivative industries lags behind, which leads to the irrationality of the overall industrial structure. ② Low degree of marketization: Compared with other developed provinces, the sports industry in Jilin Province has a low degree of marketization and lacks market competitiveness and innovation ability. Many sports events and professional sports clubs are still in the government-led stage, lacking experience and talents in market operation. Lack of capital investment: The growth of sports industry needs a lot of capital investment, including the construction of sports facilities, the operation of sports events and the training of talents. However, at present, the capital investment in the sports industry in Jilin Province is relatively limited, which

restricts the rapid growth of the sports industry. ④ Lack of talents: Jilin Province lacks professional talents in sports industry, especially in sports event operation, sports goods manufacturing, sports media and other fields. This restricts the innovation and development ability of sports industry in Jilin Province. ⑤ Regional restrictions: Jilin Province is located in the northeast of China, and some sports activities are limited due to the influence of climate, geographical location and other factors. For example, although ice and snow sports are popular in winter, there are relatively few sports activities in other seasons.

3. The influence of China's characteristic modernization strategy on the growth of sports industry in Jilin Province

3.1. Overview of China's characteristic modernization strategy

The strategy of modernization with China characteristics was put forward by the government of China, aiming at promoting China's economic, social, cultural and technological modernization [6]. This strategy emphasizes taking the people as the center, persisting in reform and opening up, promoting high-quality economic development, strengthening social construction, promoting cultural prosperity, promoting the construction of ecological civilization and ensuring national security. Its core goal is to realize the overall modernization of China and make China an important force in the world economy, politics and culture.

3.2. Influence mechanism of China's characteristic modernization strategy on the growth of sports industry in Jilin Province

3.2.1. Policy guidance

Under the guidance of the strategy of modernization with China characteristics, the Jilin provincial government has issued a series of policies to encourage and support the growth of sports industry. For example, increase investment in sports infrastructure construction, promote the integrated growth of sports, tourism, culture and other industries, and support sports science and technology innovation.

3.2.2. Resource allocation

Through the implementation of a modernization strategy imbued with Chinese characteristics, Jilin Province can optimize resource allocation and foster the expansion of the sports industry. For instance, the province can leverage its natural and cultural resources to develop sports tourism. Additionally, by bolstering collaborations with social capital entities, Jilin can propel the market-oriented operation of sporting events.

3.2.3. Innovation driven

China's characteristic modernization strategy emphasizes innovation-driven development. Under this guidance, the sports industry in Jilin Province will increase its support for sports science and technology research and development, and promote technological innovation and industrial upgrading of the sports industry.

3.2.4. Personnel training

By adopting a modernization strategy that reflects China's unique characteristics, Jilin Province has augmented its efforts in nurturing and attracting talent within the sports industry. The province has, for instance, collaborated with universities and research institutions to cultivate specialized professionals in the field. Concurrently, it has implemented favorable policies designed to draw both domestic and international sports industry experts to advance their careers in Jilin.

3.3. The effect of China's characteristic modernization strategy on the growth of sports industry in Jilin Province

The strategy of modernization with China characteristics has had a far-reaching impact on the

growth of sports industry in Jilin Province. Among them: Economic effect: Driven by the modernization strategy with China characteristics, the sports industry in Jilin Province has developed rapidly, which has contributed new impetus to the economic growth of Jilin Province[7]. The rise of sports events, sports goods manufacturing, sports tourism and other industries has promoted the growth of related industries and promoted the optimization of economic structure in Jilin Province. Social effects: The implementation of the modernization strategy with China characteristics has improved the sports facilities in Jilin Province, and improved people's sports participation and health level[8]. At the same time, the growth of sports industry has also led to the increase of employment and promoted social harmony and stability. Cultural Effect: Through the strategy of modernization with China characteristics, the sports culture in Jilin Province has been carried forward and passed down. For example, the ice and snow sports culture in Jilin Province has been widely promoted and disseminated, which has enhanced the cultural influence of Jilin Province. Ecological effect: Guided by China's distinctive modernization ethos, Jilin's sports industry prioritizes harmonious development with the ecological environment. This approach is evident in the growth of sports tourism, where the conservation and judicious use of natural resources are given prominence. Similarly, in the construction of sports facilities, there is a firm commitment to green and environmentally friendly concepts.

In the future development, Jilin Province should continue to adhere to the guidance of the modernization strategy with China characteristics, constantly optimize the structure of sports industry, improve the degree of marketization, increase investment in innovation, train and introduce professionals, and promote the sustained, healthy and rapid growth of sports industry in Jilin Province.

4. Design and implementation strategy of incremental manufacturing path of sports industry in Jilin Province

The core idea of the implementation scheme design of incremental manufacturing path of sports industry in Jilin Province is industrial upgrading, supporting expansion, derivative development and cross-border integration. Specifically, by increasing investment in sports events and professional sports clubs, we can improve their marketization and specialization, such as attracting more famous domestic and foreign events and cultivating local professional clubs to promote the upgrading of core industries. At the same time, we should strengthen supporting industries, such as sports goods manufacturing and stadium construction, encourage technological innovation, improve product quality, and strengthen grass-roots and rural sports facilities to ensure the completeness of the industrial chain. Using the unique natural and cultural resources of Jilin Province, we should develop derivative industries such as sports tourism and sports media, such as ice and snow sports and outdoor adventure projects, and create an influential media platform, so as to broaden the field of sports industry. Furthermore, it is imperative to promote the seamless integration of the sports industry with other key sectors such as tourism, culture, and science and technology. This integration will facilitate the creation of diversified "sports+tourism" products and enhance the perception and dissemination of sports events through technological advancements. By adapting to the ever-changing market demand, this approach will drive comprehensive incremental growth in the sports industry of Jilin Province. For example, Table 2 gives the design principles and objectives of incremental manufacturing path of sports industry in Jilin Province in detail.

To promote the vigorous growth of the sports industry in Jilin Province, several strategies can be adopted. These include providing tax incentives, financial support, and land supply to foster the industry's expansion. Additionally, it is crucial to enhance policy propaganda and execution to guarantee the effective implementation of these measures. In terms of talent training and introduction, Jilin Province can work closely with universities and research institutions to jointly cultivate professional sports industry talents and attract outstanding talents from home and abroad to develop in Kyrgyzstan through preferential policies. At the same time, the perfect talent incentive mechanism aims to retain these precious human resources. In order to enhance the popularity and influence of sports industry in Jilin Province at home and abroad, the government can also increase

the intensity of market promotion and brand building, show its sports and cultural charm by organizing or participating in well-known sports events and activities, and exchange and cooperate with domestic and foreign sports organizations and enterprises to introduce advanced technology and management experience. In addition, Jilin Province needs to attach importance to the application of scientific and technological innovation in sports industry, increase R&D investment, promote technological innovation and industrial upgrading, use big data, artificial intelligence and other technologies to improve the efficiency of sports events and audience experience, and develop smart sporting goods to meet diversified needs.

Table 2 Design principles and objectives of incremental manufacturing path of sports industry in Jilin Province

Category	Design philosophy	Target
Market orientation principle	Taking meeting the market demand as the starting point	Realize the rapid growth of sports industry in Jilin Province
	Ensure that it is in line with market trends	Contribute a significant share to the economy of Jilin Province
Innovation driving principle	Pay attention to technological innovation and industrial upgrading	Improve people's sports participation and health level in Jilin Province
	Create products and services with core competitiveness	Promote social harmony and progress
Principle of sustainable development	Ensure coordinated development with the ecological environment, social culture, etc.	Inheriting and carrying forward the sports culture in Jilin Province
	Achieve long-term sustainable development	Enhance the cultural soft power of Jilin Province
Principle of regional characteristics	Make full use of the natural, cultural and industrial advantages of Jilin Province	Ensure that the growth of sports industry is coordinated with the protection of ecological environment
	Create a sports industry with Jilin characteristics	Realize green and sustainable development

5. Conclusions

The research on the path design and implementation strategy of incremental manufacturing of sports industry in Jilin Province is not only a plan for the growth of sports industry in Jilin Province, but also an exploration of its economic structure optimization and social and cultural progress. Through clear design principles and objectives, Jilin Province has drawn a clear blueprint for the future growth of sports industry. Under the guidance of the principles of meeting market demand, paying attention to technological innovation, ensuring sustainable development and highlighting regional characteristics, the incremental manufacturing path of sports industry in Jilin Province has been established. In order to realize this path, Jilin Province has put forward a series of implementation strategies. From policy guarantee to personnel training, from market promotion to scientific and technological innovation, and then to ecological environment protection, these strategies together constitute a comprehensive and systematic implementation framework. This will not only help to ensure the healthy and rapid growth of sports industry in Jilin Province, but also provide useful reference for the growth of sports industry in other regions. In the future development, Jilin Province needs to further optimize the industrial structure, improve the degree of marketization, increase capital investment, train and introduce professionals, overcome regional restrictions, and promote the sustained, healthy and rapid growth of sports industry in Jilin Province.

Acknowledgements

The authors acknowledge the 2024 Social Science Research Project of the Department of

Education of Jilin Province, "Research on the path of Realizing Chinese-style modernized Incremental Manufacturing in the field of Sports in Jilin Province" (JJKH20241577SK).

References

- [1] Duan Y, Fu Z, Chen X. Study on the impact of service-oriented sporting goods manufacturing industry in China on industrial transformation and upgrading [J]. Journal of Wuhan Institute of Physical Education, 2019, 53(11):6.
- [2] Zou J. Feasibility study on the growth of intelligent manufacturing of sports enterprise clusters in Fujian Province [J]. Sports Science Research, 2018, 22(3):5.
- [3] Chen H, Liu X. How does the financial and tax support of sports industry land-from the perspective of fiscal and tax attributes of policies [J]. Sports Science, 2022, 42(9):10.
- [4] Wang J, Zhou B. Research on the development advantages and paths of ice and snow sports tourism industry in Jilin Province under the background of Winter Olympics [J]. Contemporary Sports Science and Technology, 2022, 12(32):91-94.
- [5] Zhang Z. Analysis of the network structure and characteristics of sporting goods manufacturing industrial clusters [J]. Zhejiang Sports Science, 2018, 40(3):4.
- [6] Zhao S, Fan M. Research on the innovative development path of sports tourism industry in Jilin Province [J]. Journal of Changchun Normal University, 2022, 41(10):137-140.
- [7] Zhou H. Research on sports events and urban development strategy from the perspective of "the belt and road initiative" [J]. Journal of Jilin Education College, 2019, 35(7):4.
- [8] Fan M, Yang M, Xu C, et al. SWOT analysis of sports industry development in Jilin Province [J]. Journal of Jilin Institute of Physical Education, 2018, 34(6):4.