

Analysis of the High Quality Development of Sports and Leisure Industry in Beijing from the Perspective of National Fitness

Ze Li¹

Abstract

The rise of national fitness as a national strategy shows that the development mode of sports in China is changing from the traditional "gold medal sports" to "sports for all", which is a significant change in the development of sports industry in China. In this context, the reasonable development and allocation of sports resources can provide multi-level, personalized and accurate fitness service needs for the public. In recent years, the national related departments have issued an "about speed up the development of fitness and leisure industry guidance", "about promoting the national fitness and sports consumption opinion" to promote the development of high-quality sports industry policy documents, such as standing in the perspective of national level will launch sports leisure industry as an important part of "healthy China" strategy. The rapid development of service industries such as fitness, leisure and competition performance have to a large extent optimized the original structure of the sports industry, and with the proposed plan to cultivate the sports and leisure industry into a pillar industry of the sports industry, it provides a new growth point for the development of China's economy. The sports and leisure industry specifically refers to a kind of goods and services related to leisure and sports activities. The development of the sports and leisure industry has become a new growth pole in the development of the sports industry, which is closely related to the development of regional economy, the consumption level of residents and the awareness of sports and fitness. In recent years, the overall development momentum of Beijing's leisure sports industry is good, but there are still a lot of problems, which have caused a certain impact on the healthy development of the sports and leisure industry. In order to better promote the development of high quality of the Beijing municipal sports leisure industry, the implementation of the strategy for overall fitness to lay a good foundation, this paper will stand in the perspective of the national fitness, the present situation of the development of the sports leisure industry in Beijing is analyzed and the research, and on the basis of the high quality of leisure sports industry development path of Beijing.

Keywords: Fitness for all; Sports Leisure Industry; High-Quality Development.

1. Introduction

With the continuous acceleration of urbanization in China and the improvement of residents' living standards, people in the pursuit of material life at the same time, health consciousness has been greatly improved, pay more attention to their own health investment. Specifically, in the field of health consumption, the per capita sports consumption expenditure has shown a trend of increasing year after year, which to a great extent promotes the development of the sports leisure industry. For Beijing sports leisure industry, thanks to the urbanization construction with high level in Beijing, the city residents' consumption ability is also improved, and after hosted the games and the Olympic winter games, the Beijing resident's health concept have greater ascension, all of these conditions for the development of Beijing sports leisure industry provides a good condition. The sports and leisure industry has gradually become an important part of Beijing's urban resources. But on the other hand, Beijing sports leisure industry in the development process also has such problems as the low level of industrialization, the small scale of the industry and the unscientific allocation of sports resources, which have

become a stumbling block to restrict the rapid development of Beijing sports leisure industry. Therefore, it is of great practical significance to conduct a systematic study on the sports leisure industry and put forward strategies to promote the high-quality development of the sports leisure industry in Beijing from the perspective of national construction.

2. Related Concepts and Theoretical Basis

2.1 National Fitness Theory

The construction of the whole nation specifically refers to a fitness sports activity that can let the broad masses of the society participate in, which is a way to improve the national physique. The national fitness system is a service system that can provide good sports and fitness environment and conditions for the masses to meet the needs of the public for fitness (Xu et al., 2020). The structure of the national fitness system is shown in Figure 1 below. National fitness is a landmark strategy of the development of sports in China in recent years. It

¹ Beijing Sport University, Beijing 100089, Beijing, China.
Corresponding Author's Email: yuijghbn89@163.com

is a great health project developed in China. It meets the development requirements of China under the new era, and is an important link for China to move from a sports power to a sports power. At the current stage, the research on the theory of national fitness mainly focuses on the national fitness service system and the development path of national fitness. The national fitness service system is an organic whole that can provide various practical needs for national fitness (Xin, 2020). It's essential needs are to create conditions that can help residents carry out fitness activities, so as to provide more high-quality and diversified services for fitness enthusiasts, so as to meet the growing fitness

needs of Chinese citizens.

The national fitness path mainly refers to the investigation and research on the development status of national fitness in a certain area to analyze its specific path, which is mainly manifested as fitness project, fitness benefits and fitness methods. Generally speaking, the theory of national fitness refers to the theory that promotes the masses of people to participate in sports and fitness activities for the purpose of establishing a fitness system, improving fitness services and other measures to provide fitness conditions, in order to meet the growing fitness needs of Chinese residents.

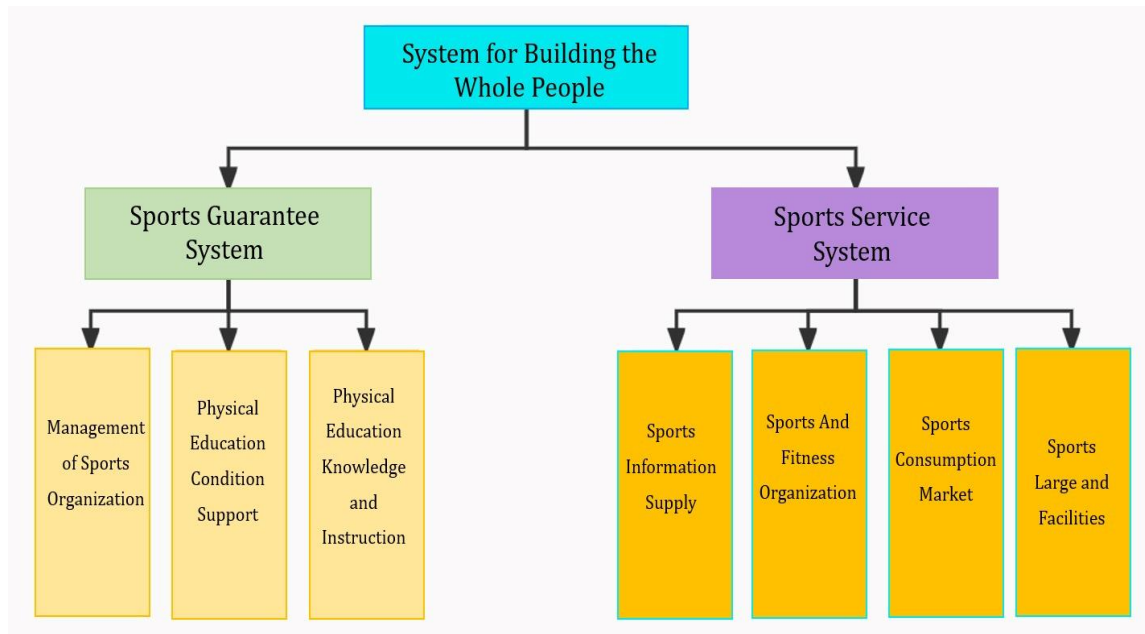


Figure 1: Structure of national fitness system

2.2 Leisure Sports

The research on leisure sports started in the 1960s. At first, different scholars had different explanations for leisure sports, which can be divided into three different perspectives: psychology, sociology and sports. After years of development, leisure sports have become an important part of the field of sports. Many western countries have issued relevant policy documents for the development of leisure sports, and set up leisure sports majors in colleges and universities to train leisure sports talents (Mistry et al., 2019). At home for the study of leisure sports from the earliest people to carry out the psychological and the aims of the leisure activities carried out, at present, domestic scholars in the definition of recreational sports research mostly from the results and the process aspect, but through summarizing, we think that the definition of leisure sports should at least include the following contents: first of all, this is a spare time to carry out sports activities; Secondly, leisure sports can also get a positive reflection in physical and mental aspects; Finally, it is a kind of physical activity that residents choose and carry out independently.

2.3 Sports Development Strategy

Sports development strategy is a long-term and stable plan for its future development on the basis of summarizing and analyzing the current situation of sports development.

From the point of view of the country, sports development strategy is an overall plan made by the national government in combination with the current situation of social development and on the basis of predicting the future development situation of sports. In essence, sports development strategy is to solve the problems encountered in the process of sports development and achieve the established goals of sports development and the overall planning and design of sports undertakings (Zheng, 2018). Throughout the development of sports in China, its development strategy is different in different period, since the founding, according to the change of the development strategy of sports in China can be divided into four different stages, the concrete is shown in Table 1 and Figure 2 below, but in general and adapt to our country's basic national conditions, is in the service of the social development of our country.

Table 1

The evolution of our sports development strategy

Time	Sports Strategy	The Specific Content
1949 ~ 1960	A combination of popularization and improvement	It is mainly to popularize the knowledge of sports to the people, and on this basis to improve the level of sports of the people
1961 ~ 1978	Shorten the busy line and keep the focus	Shorten the sports items carried out, and give priority to the key sports
1979 ~ 1992	Drive general with emphasis	Highlight key sports items to be developed, and form a sports strategy of giving priority to the development of competitive sports
1993 ~ until now	The coordinated development	Balance various sports and form a strategy for the coordinated development of all sports

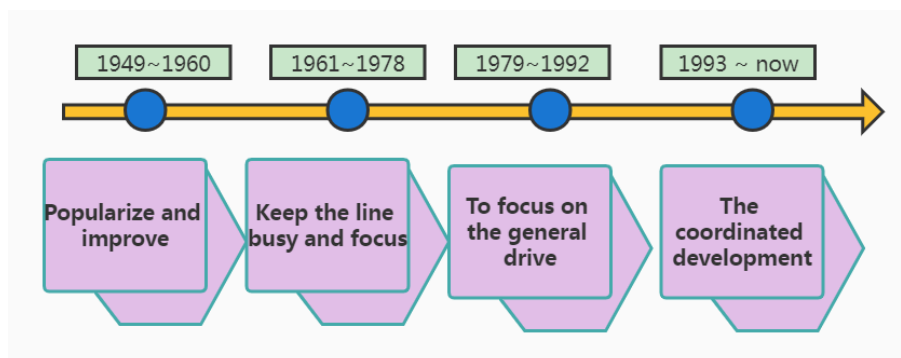


Figure 2: Strategic process of sports industry development in China

3. Investigation on the development status of leisure industry in Beijing

3.1 Research Objects

This study mainly takes the market structure of leisure sports industry in Beijing as the research object, including fitness sports, sports watching, sports training, sports tourism, sports goods and sports services, etc., and conducts a comprehensive investigation on its development status.

3.2 Research Methods

1) Literature Research Method: In the study of present situation of leisure industry development in Beijing, in the process of using the web related to leisure sports industry at home and abroad literature retrieval, looked up only in the core journals of sports leisure industry present situation, the current situation of the development of sports leisure industry market structure and so on, combining previous research results, based on which the combing of literature (Tietz et al., 2005). In order to lay a good foundation for the following investigation and analysis.

2) Interview method: According to the purpose and demand of this paper, the members of Beijing Sports and Leisure Association, experts and scholars in the field of sports economy, and Beijing citizens were interviewed to collect their opinions on the sports and leisure industry in Beijing, so as to obtain an objective understanding of the development status of the sports and leisure industry. In addition (Liang et al., 2022). I also had an in-depth communication with them on the theme and writing purpose of this article, so as to

continuously optimize and improve the article.

3.3 Research Tools

This study uses SPSS17.0 algorithm to conduct statistical analysis on the interview data, and then finds out the existing problems in the current development process of sports and leisure industry in Beijing, and analyzes and summarizes the existing phenomena and problems, so as to provide data support and factual basis for the following research.

Data processing flow of SPSS17.0 algorithm:

1. Create field -- input number -- save (processed under Data View and Variable View, respectively)
2. A simple description of the data (N, maximum, minimum, mean, variance)
3. Descriptive Statistics → Descriptives → Select variables → OK
4. Graphs → Histogram → Select variables → OK
5. Analyze → Compare Mean → Independent-Samples T test → Select variables and group variables → Set group variable values → OK

The calculation formula used in SPSS17.0 algorithm is:

6. Chi-square statistical test, the calculation formula is:

$$x^2 = \sum \frac{(f_0 - f_n)^2}{f_n} \quad (1)$$

7. The formula for calculating the number of columns is obtained by modifying the chi-square statistic. The specific formula is as follows:

$$C = \sqrt{\frac{x^2}{x^2 + N}} \quad (2)$$

8. The Y coefficient is often used to calculate the correlation coefficient between nominal variables. The

calculation formula is obtained by modifying the chi-square statistic:

$$y = \sqrt{\frac{x^2}{N(x-1)}} \tag{3}$$

9. The formula for calculating the mean absolute difference of AAD is as follows:

$$AAD = \frac{\sum |R_T - M|}{N} \tag{4}$$

10. The calculation formula of COD dispersion coefficient is as follows:

$$COD = \frac{\sum |R_T - R|}{M} \tag{5}$$

4. Results Analysis and Discussion

4.1 The foundation of Leisure Sports Industry Development in Beijing

The level of economic development is the decisive factor for the development of sports and leisure industry. Referring to relevant data, we know that the total GDP of Beijing in 2021 exceeded 4 trillion yuan mark, calculated in constant prices, with a year-on-year increase of 8.5% (Zheng, 2018). Calculated according to the resident population, the per capita GDP of Beijing is 184,000 yuan, which is the leading level in the country. The GDP and growth rate of Beijing during 2017-2021 are shown in Table 2 and Figure 3 and Figure 4 below.

Table 2

Gross Regional Product and Growth Rate of Beijing, 2017-2021

Year	Gross Regional Product (\$Billion)	Growth Rate
2017	29983	6.80%
2018	33106	6.70%
2019	35445	6.10%
2020	35943	1.10%
2021	40269	8.50%

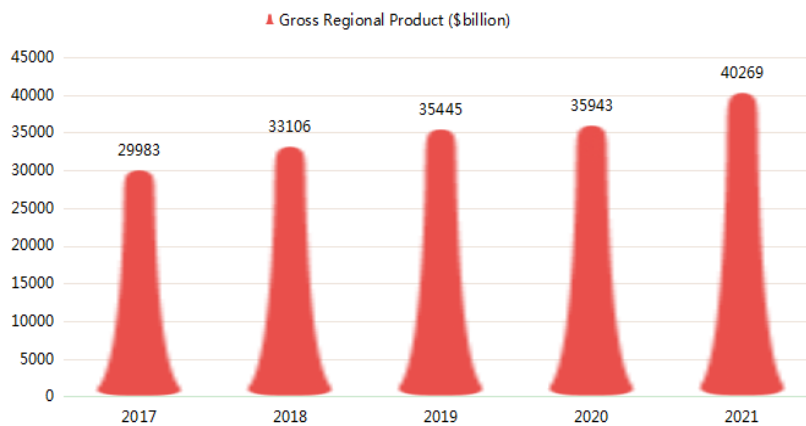


Figure 3: Regional GDP of Beijing during 2017-2021

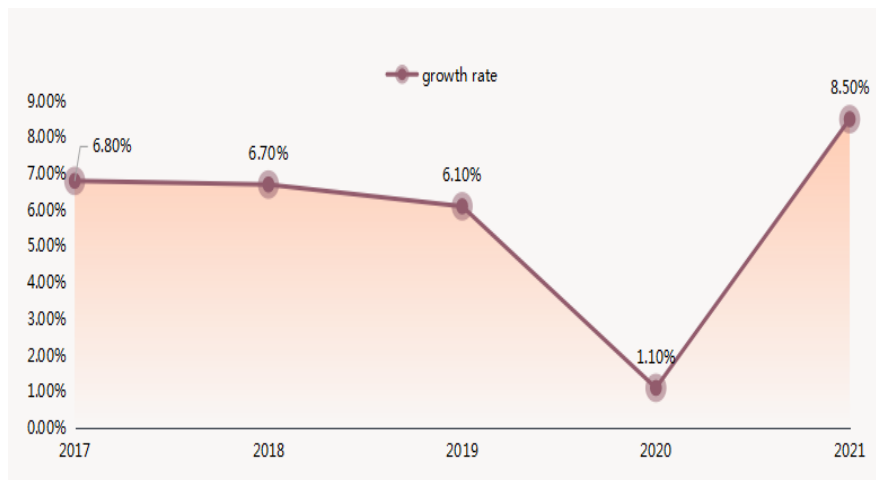


Figure 4: Growth rate of Beijing's regional GDP during 2017-2021

In terms of the overall consumption level of Beijing, the consumer price level increased by 1.1 percent year-on-year, the factory-gate price of industrial products

increased by 1.1 percent year-on-year, the purchasing price of raw materials for industrial producers increased by 3.7 percent year-on-year, and the price of

agricultural products decreased by the 1.8 percent year-on-year. In 2021, the rise and fall ranges of

Beijing's consumer prices are shown in the [Table 3](#) below.

Table 3

Rise and fall of consumer prices in 2021

Indicators	Year-Over-Year Rise or Fall (%)
Consumer Prices	1.1
Food Alcohol and Tobacco	0.5
Dress	0.2
Live	1.1
Household Goods and Services	0.3
Traffic Communication	5.1
Education, Culture and Entertainment	0.9
Health Care	0.2
Other Supplies	0.5

From the data in the table, we can see that in 2021, most of the consumer prices of Beijing residents showed an increase, among which the largest increase was for the transportation and communications category, which was 5.1%, while the consumer prices of clothing, medical care and other supplies showed a year-on-year decline trend. In terms of per capita disposable income, the per capita disposable income of Beijing residents in 2021 was 75,000 yuan, up by 8% year on year. In terms of income composition, the per capita wage income of Beijing residents was 45,670 yuan, up 10.2% year on year; Per capita net operating income was 940 yuan, up 15.8% year on year; Per

capita net property income was 12,460 yuan, up 5.7% year on year; And the per capita net transfer income was 15,920 yuan, up 3.5 percent year on year. In 2021, citizens' per capita consumption expenditure was 43,640 yuan, up 12.2% year on year, among which urban residents' per capita consumption expenditure was 46,770 yuan, up 12.1% year on year, rural residents' per capita consumption expenditure was 23,570 yuan, up 12.7% year on year, the Engel coefficient of the city's residents was 21.3%. In 2021, the proportion of per capita consumption expenditure of Beijing residents is shown in [Table 4](#) and [Figure 5](#) below.

Table 4

Proportion of per capita consumption expenditure of Beijing residents

Serial Number	Consumption Type	Accounted
1	Food &tobacco	21.3%
2	Dress	4.8%
3	Live	38.6%
4	Necessities	5.9%
5	Traffic	9.7%
6	Education	7.7%
7	Health	9.8%
8	Other	2.2%

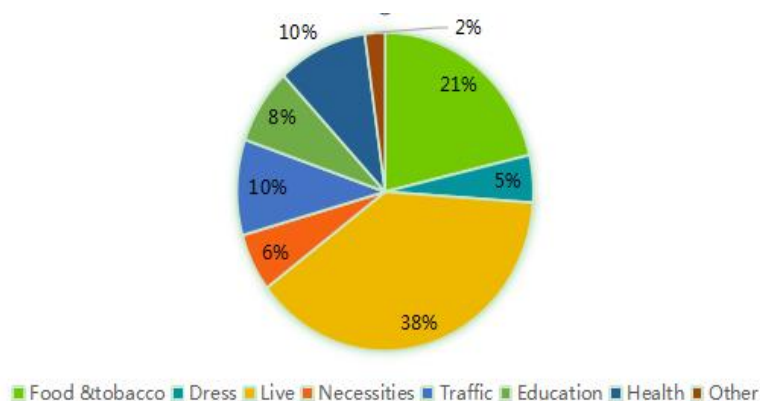


Figure 5: Per capita consumption expenditure of Beijing residents in 2021

From this figure, we can see that residents' expenditure on life and food is still the highest, but Beijing residents' investment in health also occupies a large part, which also reflects the continuous improvement of residents' awareness of fitness.

4.2 Development Status of Sports and Leisure Industry in Beijing

With the rapid development of Beijing's social economy and the introduction of the national fitness strategy, the

development of Beijing's sports industry has entered a new opportunity. In 2021, the Beijing Municipal Bureau of Sports built a total of 367 sports and fitness activity places, created the national fitness demonstration streets and sports characteristics of 41 townships, completed the installation and warranty of indoor and outdoor fitness equipment more than 3,000 pieces, and guided each society to update a total of more than 16,000 pieces of outdoor fitness equipment. In addition, the municipal sports Bureau also successfully held the first "community Cup" football tournament, a total of more than 2000 national fitness sports events organized, the number of participants reached 200 person-times. For Beijing's sports and leisure industry, its development should be issued scale, fitness and entertainment has become an important part of the development of Beijing's sports industry. In 2021, Beijing specializing in sports, fitness and leisure industry legal units have up to thousands of, among which there are 112 revenue of more than 5 million yuan, 2.04 billion yuan of revenue, accounting for 64% of sports, fitness and leisure activities, and gave birth to such as the body times power by the public favorite fitness enterprises (Tietz et al., 2005). At the same time, after the baptism of the Olympic Games and the Winter Olympic Games, a large amount of capital has poured into the sports leisure industry, the residents' fitness consciousness has been unprecedentedly promoted, and the development of citizens in various forms and multi-level construction needs for the diversified

development of the sports leisure industry has provided fertile ground.

1. Development scale of sports and leisure industry: In recent years, with the increasing number and scale of enterprises in the sports leisure industry in Beijing, the development of the sports leisure market has begun to take shape, especially after the Winter Olympic Games, the development momentum is very strong (Manoli et al., 2022).

In 2021, the number of employees in the sports service industry in Beijing accounted for 46% of the total number of people in the sports industry, and the revenue of the sports leisure service industry, which takes competition performance, venue service, fitness and leisure as the core business, accounted for 35.1% of the total revenue of the sports industry.

2. The gross product value of sports leisure industry has developed rapidly: The development of sports and leisure industry can reflect the development of culture, sports and entertainment industries in the region to a certain extent (Checa Olmos et al., 2022). In recent years, as the third industry in the national economy an increasing proportion of GDP, represented by cultural, sports and entertainment leisure industry in GDP is not growth, thanks in large part to send against Beijing residents in the area of culture, sports and entertainment consumption willingness and ability to constantly rising. The gross production value of Beijing's culture, sports and entertainment during 2017-2021 is shown in Table 5 and Figure 6 below.

Table 5

Total Value of cultural, sports and entertainment production in Beijing from 2017 to 2021

Year	Gross Product (\$100 million)
2017	242.7
2018	291.4
2019	327.4
2020	271.3
2021	393.9

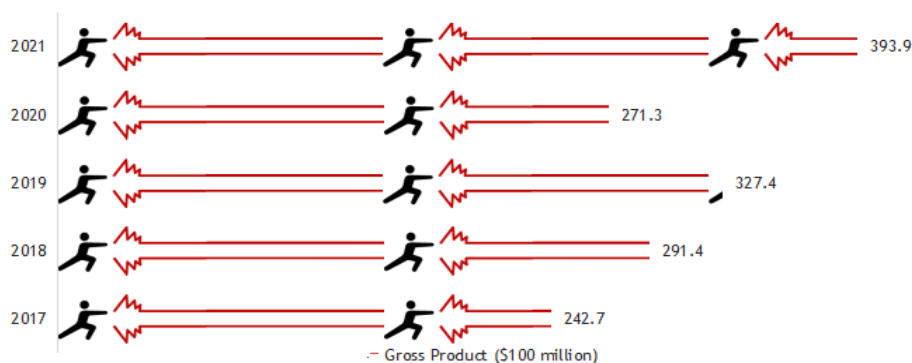


Figure 6: Gross Production Value of Beijing Sports and entertainment industry during 2017-2021

As can be seen from the figure, during this period, the gross product of Beijing's culture, sports and entertainment industry on the whole was in a continuous upward trend, but in 2020, when the epidemic was seriously affected, the gross product fell back, and in 2021, it showed a good momentum of development (Kokolakakis et al., 2021). In this, Beijing

successfully host the winter games for sports entertainment product promoting effect is obvious, comprehensive fitness popularity was improved through the winter games again, culture and increasing the value of the sports industry production, largely reflects the current phase of the Beijing sports leisure industry development level, At the same time, it also

shows a good prospect for the development of Beijing's sports and leisure industry.

3. There are more and more legal persons and enterprises in the sports field: Enterprise legal person refers to an organization that has the ability to bear civil liabilities independently and has been verified and registered by relevant authorities to obtain the legal person status (Michael et al., 1999). For China, enterprise legal person mainly refers to private

enterprises, collective-system enterprises, domestic companies, joint-stock companies, Sino-foreign joint ventures and foreign-funded enterprises. Legal person units in the field of sports specifically refer to sports enterprises that are approved and registered by subjective organs of the sports industry and bear corporate civil liabilities. The number of legal person units in the sports industry of Beijing from 2017 to 2021 is shown in Figure 7 below.

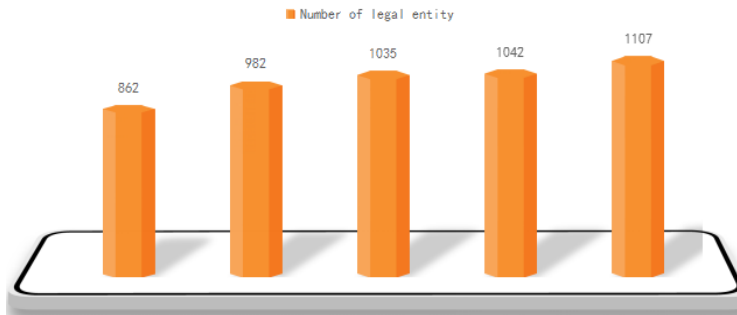


Figure 7: Number of legal persons in the sports industry in Beijing during 2017-2021

As can be seen from the figure, the number of sports legal persons in Beijing has shown a gradual increasing development trend in recent years, which is sufficient to show that the scale of the sports industry in Beijing is constantly expanding, and the degree of marketization, socialization and industrialization of the sports industry is constantly improving. In this process, the structure of the sports industry has also been constantly optimized and adjusted.

4.3 Problems in the Development of Sports and Leisure Industry in Beijing

1. The industrialization level is low and the scale is limited: On the whole, the socialization and industrialization development level of the sports leisure industry in Beijing is still at a low level (Agergaard & Lenneis, 2024). Although the sports industry in Beijing has a certain scale after the baptism of the Olympic Games and the Winter Olympic Games, the scale of the sports leisure industry is still small compared with the developed countries in the west. It has not yet grown to a point where it can have an

important impact on the development of the national economy. Specifically, in the market allocation of sports and leisure industry in Beijing, various sports facilities and resources have not given full play to their due role, and the construction of the market system of sports and leisure industry is not comprehensive. In the actual operation process, there are still problems such as lack of functions, non-standard market operation, limited operation and so on.

2. The utilization rate of industrial resources is low As the capital of China, Beijing has the national first-class sports facilities construction level, and has the qualifications and conditions to hold various types of international competitions, therefore, in the hardware facilities construction, Beijing has a unique advantage (Liang et al., 2023). But in the utilization of various sports industry resources, the overall level of Beijing is not high. The data of all kinds of sports and leisure industry resources in Beijing is shown in Table 6, and the proportion of all kinds of sports resources is shown in Figure 8.

Table 6

Data of various sports resources in Beijing

Facility Category	Percentage of Total Facilities (%)	Activity Area (10,000 Square Meters)	Percentage of Active Area (%)
School Sports Facilities	70	640	77
Special Training Facilities	4	7.5	9
Opening Sports Facilities	26	237	14

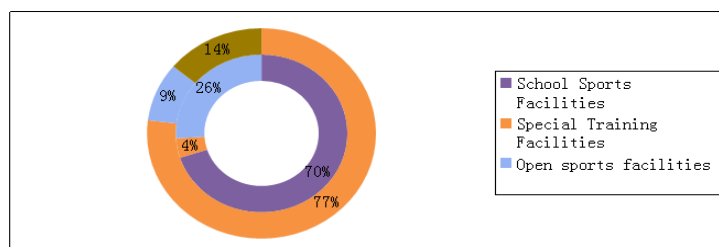


Figure 8: Proportion of various sports and leisure resources and facilities and areas in Beijing

We can see from the above chart data information, sports venues and facilities in the city, the city sports facilities of all kinds of schools have about 70% of the total facilities, school activities area accounted for about 75% of the total area, and for professional athletes training venues, is only accounted for about 4% of the total facilities, activity is occupied about 9% of the total, Open sports facilities in the city account for about 26% of the total facilities and 14% of the total area. It can be seen that for the sports leisure industry resources in Beijing, its development shows that on the one hand, the contradiction between supply and demand is constantly intensified, and the phenomenon of shortage of sports resources; On the other hand, the utilization rate of sports equipment and facilities in all kinds of schools in the city is low, resulting in a serious waste of sports resources.

3. The supply of sports and leisure services is not perfect: For sports leisure industry, it usually contains sports fitness, sports performance, sports goods manufacturing, sports tourism and sports media, such as a few parts, from the above several key areas, the existing resources of sports leisure products and services supply is not able to fully meet the demand of the current sports consumption of residents (Wise et al., 2021). For example, among the sports fitness products sold in various large retail malls in the city, the local brands and types of Beijing account for a relatively small proportion, and most of the enterprises engaged in the production and service of sports goods in the city generally have poor operating efficiency. From the perspective of the current sports leisure industry market supply, community development and popular development, sports venues and sports facilities cannot meet the needs of citizens for fitness, and on the contrary, high-end sports leisure and entertainment venues have tended to be saturated or even surplus.

4. The construction of sports leisure industry management system is lagging behind: From the perspective of the direction of big, the Beijing municipal sports leisure industry development is still in its infancy, and under the effect of the operational mechanism of market economy in China, the sports leisure industry have not built up a set of complete and scientific management system, the city's various sports leisure industry operators are relying on other industry experience for reference in the touch stone across the river, And in order to make the sports and leisure industry in Beijing can develop rapidly, it is essential to explore a set of management system that highly matches the attributes of the industry (Mutz & Müller, 2021).

In addition, the imperfect sports and leisure industry system in Beijing is also reflected in the lack of professional and high-quality sports and leisure industry management personnel, which is also a major reason for the slow development of Beijing sports and leisure industry in recent years.

5. The path of High-Quality Development of Beijing Sports Leisure Industry

5.1 Optimize the Structure and Layout of the Sports and Leisure Industry

For the development of sports and leisure industry in Beijing, the market economic mechanism can play a certain role in regulating it, but in order to achieve a fundamental optimization of the industrial layout, we still need to carry out a systematic design (Spracklen, 2022). Specifically speaking, on the one hand, relevant departments should actively guide the areas with conditions to establish outdoor camps, hiking and other fitness activities of service stations and supporting facilities, cultivate a number of sports tourism comprehensive experimental areas with local characteristics of Beijing. And guide each region to combine its own sports resources to develop winter snow and ice sports, water sports, air sports and other sports and leisure projects. On the other hand, it should also be combined with the Beijing sports leisure industry development positioning under the Beijing-Tianjin-Hebei coordinated development perspective, the three parties' clear division of labor, complement each other, among which, Beijing sports innovation, sports culture creativity and the construction of international sports exchange center as the development focus. Based on this, Beijing should try to bid for high-level sports events, and take this as a springboard to establish national key demonstration projects of the regional sports industry (Hallmann et al., 2022). Continue to promote the seamless docking between the sports and fitness industry and leisure industry, establish the Beijing-Tianjin-Hebei Sports and fitness industry Association, in order to promote the healthy development of sports and leisure industry in the city. In addition, Beijing also should be performed with open, inclusive concept of development, the deepening of foreign sports cultural exchanges and cooperation, in fitness leisure sports, sports training and sports culture construction, etc., along the country put forward the construction of development strategy, and a variety of international sports organizations to establish a long-term cooperation mechanism, And through the adoption of international capital mergers and acquisitions, overseas branches to continuously expand the overseas market, to achieve the continuous optimization of the structure of the sports leisure industry layout, so as to provide a good industrial environment for the development of leisure sports in Beijing.

5.2 Expand the Consumption Market of Leisure Sports

Based on the research on the consumption level of Beijing residents, following the general trend of consumption upgrading, optimize and innovate the supply of sports leisure consumption products and

services, constantly promote the upgrading of sports leisure industry structure, so as to extend and expand the scale of sports leisure consumption market (Lee & Park, 2021). To be specific, first of all, we can establish an innovative event system that organically integrates professional sports competitions and business competitions, and hold leisure and fitness activities with regional characteristics and traditions in combination with Chinese traditional holidays such as Spring Festival, National Day and Dragon Boat Festival, so as to enhance the enthusiasm and enthusiasm of residents to participate.

Second, should also vigorously develop the leisure sports training market, the innovation of sports training project, introduced all kinds of encouraging measures to support the development of professional

sports training institutions, and fitness consumption of online and offline activities at the same time, strengthen the combination of integration development, focus on youth sports training situation, throughout the city to carry out efficient sports enlightenment activities for a long time, So as to lay a good foundation for the future development of the sports industry (Chou, 2022).

Finally, we should vigorously promote capital and technology to enter the sports leisure consumption market, and build a highly informationized, intelligent and diversified sports consumption public service platform, so as to continuously strengthen the construction of the sports leisure market, The industrial structure of sports characteristic town is shown in Figure 9 below.



Figure 9: Industrial structure of sports characteristic town

5.3 Establish and Improve Policies for the Development of Leisure Sports

The healthy development of the sports and leisure industry cannot be separated from the organization, coordination and restraint of the government. At the current stage, the Beijing Municipal government has promoted the development of the sports and leisure industry to the height of the overall plan of the national economy, and has issued various documents and policies to give strong support. Specifically speaking, first of all, in the market economy system, combined with the institutional needs of the development of modern enterprises, to optimize and standardize the organization forms of all kinds of sports and leisure industry for operation and production, and then to build a scientific and reasonable corporate governance structure and production and management system. To this end, the government needs to formulate relevant policies and establish a guiding role in sports and leisure enterprises, so as to lay a good foundation for the rapid development of the industry. Second, also should give full play to the market in the allocation of sports resources and the role, improve sports leisure industry in the share of the private enterprises, and actively encourage and support the development of all

kinds of private small sports leisure enterprises, adjust inventory at the same time, expand demand, stimulate consumption, causing them to fully integrated into the market economy system (Nambisan, 2009). Finally, the relevant policies of sports personnel training should be improved, and the sports leisure talents with professional skills and excellent quality should be excavated and cultivated. For example, we can strengthen cooperation with colleges and universities to set up sports leisure management majors in colleges and universities, and establish an incentive and restraint mechanism to promote and efficiently utilize sports human resources. Relevant government agencies can relax some talents with special sports skills and talents with independent sports intellectual property rights to obtain shares and profit distribution in the sports leisure industry, so as to give full play to the role of talents in promoting the development of the sports leisure industry.

6. Conclusion

To sum up, the development of sports industry has ushered in a new opportunity in the process of the transformation from the gold medal sport to the

national fitness concept. At the current stage, the development of sports and leisure industry in Beijing has begun to take shape, especially after the baptism of the Olympic Games and the Winter Olympic Games, the fitness concept of Beijing residents has been greatly improved, the external environment for the development of leisure sports industry is good, but through the analysis of the development of sports and leisure industry, Among them, there are still some problems such as the low level of industrialization and the imperfect construction of the service system. It is necessary to formulate targeted optimization and improvement measures based on the current situation of the development of the sports industry in Beijing, so as to ensure the sustainable and high-quality development of the sports and leisure industry in Beijing. The conclusions of this study are as follows: 1. In terms of the current stage, through the survey found that residents in improving fitness concept, residents' sports consumption accounts for more than in

successive years, the GDP of the sports industry and sports in the field of enterprises are also increasing, this suggests that the sports leisure industry overall revealed a good momentum of development. 2. According to the analysis of the relevant data of the sports and leisure industry in Beijing, we can see that there are still some problems such as the low level of sports and leisure industrialization, the low utilization rate of sports resources, the imperfect construction of sports and leisure service system and so on. On the whole, the development of the sports and leisure industry in Beijing is still in the primary stage. 3. If you want to achieve the high quality of sports leisure industry in Beijing, you need to optimize the industrial structure layout, expand leisure sports consumption market, and establish and improve various aspects of policy system, to carry out related work, in order to achieve in the era of national fitness nowadays, Beijing sports leisure industry development speed to match the actual fitness demand of the residents.

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