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Evaluation and analysis of the core competitive power of the Chinese sports industry

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ABSTRACT

The core competitive power of the sport industry means the ability to develop and innovate the useful value of the sports goods. In this paper, the core competitive power of Chinese sport industry is evaluated and analyzed from the angle of the core competitive power, and the study is practically significant for the rapid development of the Chinese sport industry and improving the international competition advantage of the Chinese sport industry.

KEYWORDS

Core competitive power of the sport industry; Sport industry; Core competitive power.



INTRODUCTION

The core competitive power of the sport industry means that the sport industry has an ability to develop, explore and innovate the multiple useful values of sport goods to better create and meet the consumers' diversified demands. The core competitive power includes such constituents as the ability to cognize, design and represent the useful value of the sport goods, and has both the common characters of core competitive power and its own unique characters^[1]. In addition, the growth of the core competitive power of the sport industry depends on an excellent growth mechanism, and its growth mechanism includes endogenous conditions and exogenous environment.

RESULT AND DISCUSS

Outline of the development of the Chinese sport industry

The development course of the Chinese sport industry is much shorter than that of such western developed countries as USA. According to some very influential symbolic events and historical background, the development course of the Chinese sport industry is roughly divided into the following stages: fermentation stage (1978-1992), startup stage (1992-2001), development stage (2001-2008), soaring stage (from 2008). In August, 2008, the 29th Olympic Games was successfully closed. Although the Chinese people's passion for the Olympic Games faded, the development opportunities that the Olympic Games brought to the Chinese sport industry are continuous and lasting. It is a theme for developing the sport industry in the new times to fully grasp the sustained post-Olympic economic effects and fully make use of the stimulus brought by the rapid development of the national economy and the change in the social demands to help to develop the Chinese sport industry.

The development level of Chinese sport industry

Through more than 30 years' development, Chinese sport industry has made some gratifying achievements and its development level and scale keep rising gradually despite the big gap between the Chinese sport industry and those of the western developed countries. Until 2008, the National Bureau of Statistics of the People's Republic of China, the General Administration of Sport and other authorities concerned carried out the first most comprehensive and standardized statistics and counting task, and the statistics results were published in April, 2010. According to the results, the increments in the values of the national sport industry and other industries concerned in 2006, 2007 and 2008 were 98.289 billion Yuan, 126.523 billion Yuan and 155.497 billion Yuan; the added values accounted for 0.46%, 0.49% and 0.52% of the GDP respectively; those of 2007 and 2008 rose by 22.839% and 16.05% compared with those of the previous years respectively. Just seen from the angle of the industry scale, the output value of the Chinese sport industry and associated industries is much more than those of most developed countries, however, it is still behind the developed countries in terms of its development level (its proportion in GDP), and equivalent to the level of Austria and Denmark in the 1990s^[2].

Comments on the core competitive power of the Chinese sport industry

The ability to represent the useful value of Chinese sport products

The ability to represent the useful value of Chinese sport products may be reflected in the aspects of the categories, structure, quality, form and process and others.

The categories and structure of the sport products are not diversified yet

This is mainly reflected in the sport competition performance service. Except for the events that were professionalized and marketized early, there are still very few categories of sport competition performance products to be selected by the consumers in the marketed while in USA, consumers have dozens of optional sport events in one day.

The quality of sport products is still very poor

Poor quality of products is another serious problem in the sport industry of China. Let us take the football competition products as an example, since 1994 when China's football started to be professionalized, successive scandals such as soccer fraud, black whistle, soccer gambling, bribery and even testification against each other at critical moment occurred so that the football game which is not of high level is overshadowed and China's football event has become a pronoun of "false product".

The form and process of the sport goods are not novel

As China's sport industry started late, most of the forms and processes of the sport products just follow others without any novelty. Let us take the sport competition performance service for an example. The pre-season games, the routine games, the post-season games and the grand finals, the All-Star Game of CBA almost all follow the style of NBA, and the Chinese Super league also contain a lot of elements of the English Premier League. The two associations that were professionalized early and develop well are so, let alone other competition products. Their forms and processes are not so creative, and their quality is also very poor, so they can not attract the people both inside and outside China.

It follows that the abilities to represent the useful values of the Chinese sport products are not so perfect, and need further improving.

The ability to design the useful values of the Chinese sport products

The defects in the abilities to represent the useful values of the sport products reflect the defects in the abilities to design the same, which may be embodied in the following aspects.

In terms of the development concept of products, consumers' true demands are not respected

A very important aspect shall be considered in design of the useful values of the sport product, namely, the subjective difference in the useful value of the sport products. Under the influence of such social factors as the economic factors and the cultural factors, the people from different areas may be different in their subjective preference to the useful values of the sport products^[3]. Let us take the cultural factor for an example. Chinese traditional cultural spirit focuses on "quiescent" while western cultural spirit focuses on "dynamic". Although both Chinese culture and Western Culture are integrated with each other, they are still different from each other from the objective angle, which will affect their subjective preference to the useful values of sport products more or less.

In terms of the positioning of the sport products, the consumers' actual demands are not fully considered

Due to such factors as the economic level, cultural quality and others, a lot of Chinese people do not so like and even take unkindly to the sport products. They don't accept the sport products as they do not understand and even do not know the sport products. What Chinese consumers urgent need are some supporting services and products that may help them to understand and further understand the sport products, for instance, giving publicity to the services and products, experiencing the services and products and so on^[4]. At this stage, there are very few such products and services in the sport industry of China. In this aspect, it is worth learning after the foreign sport industry as well as some cultural and entertainment industries.

In terms of the functions of the sport products, the diversified useful values of the sport products are not fully expressed

The sport body-building entertainment industry of China does not do so well in the diversification of the product functions. Those that have been to the bodybuilding clubs for bodybuilding shall have such feelings. Although the bodybuilding clubs provide a lot of sport items, most of them just have the function of building bodies, instead of entertainment, and have no such humanized services such as body monitoring, health consultation, nutrition instruction and even nursery services.

In terms of innovation of sport products, no attention is paid to developing new consumer groups.

David Stern, president of NBA, has been carrying out his "star creation plan". Under his plan and operation, many shining super stars have risen on the NBA field, such as Johnson, Byrd, Jordan, Kobe, James and so on. Because of his pioneering work, the useful values of NBA game products are far beyond the scope of match-watching and entertainment, and many other useful values such as "starchaser effect", "halo effect", "attention effect" are derived so that many football fans, sponsors, advertisers and film and TV makers are involved^[5]. Look back upon the sport competition performance industry of China, there are very few influential sportsmen in the market except for such famous sportsmen as Yao Ming, Lin Dan, Liu Xiang and so on.

Ability to cognize the useful values of the sport products of China

The defects in the abilities to design and represent the useful values of the sport products may date back to some defects in the cognition of the useful values of the sport products, and are mainly reflected in the following:

Wrong cognition of the useful values of the sport products

What is the highest objective for developing the sport? The answer that most people from the management to the ordinary people including the sportsmen provide will be : to win glory for the nation. Such a cognition about the useful values of the sport products will surely affect the design and representation of the useful values of the sport products, and ultimately the development of the sport industry.

Narrow cognition of the useful values of the sport products

Narrow and shallow cognition of the useful values of the sport products is one of the main problems in the sport industry of China at present. For example, in the sport bodybuilding entertainment industry, although most bodybuilding clubs have established various bodybuilding items, most of them just have the functions of bodybuilding and improving functions, and they fail to show more of other useful values, which is caused by the narrow cognition of the useful values of the sport products.^[6]

Departure of the cognition of the useful values of the sport products from the market

Due to the influence of the Chinese traditional cultural spirit on the cognition and value of sports, the cognition of the useful values of the Chinese sport products departs from and even incompatible with the market to some extent. In the cultural spirit of USA, competition, enterprising, diversification, individualism, liberalism, heroism and others are emphasized while harmony, collectivity, unity, practicality are emphasized so that Chinese basketball games have the characteristics of emphasizing collectivity instead of individuals' roles, single tactics, low competitiveness, and no

individuation and so on. Such games can not interest the audience as it has no values of watching or entertainment, and is not so marketable.

CONCLUSIONS

There are some defects in the abilities to cognize, design and represent the useful values of the sport products in the sport industry of China, and the sport industry of China is not so competitive as those of such developed countries as USA. We shall make great efforts in the development concepts, function, and innovation of the sport products to creative featured products with outstanding advantages to form a sport-leading industry and develop and improve the core competitive power of the sport industry of China.

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