

Research on the Driving Mechanism and Realization Path of High-Quality Development of China's Outdoor Sports Industry under the Perspective of Chinese Modernization

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Abstract: Chinese modernization provides an important theoretical basis and practical guidance for the high-quality development of China's outdoor sports industry. The outdoor sports industry is not only an important part of meeting people's needs for a better life, but also an important means to promote regional economic development and achieve green and sustainable development. Through the method of literature and logical analysis, it was found that the current development of the China's outdoor sports industry still has problems such as imperfect policies and systems, incomplete industrial chains and unbalanced regional development, insufficient scientific and technological innovation capabilities and product homogeneity, weak outdoor sports cultural foundation and inadequate implementation of the green development concept. Therefore, based on the connotation and requirements of high-quality development, the dynamic mechanism of the development of the outdoor sports industry was systematically sorted out combining theory with practice, including policies, market demand, scientific and technological innovation, culture and values, ecology and other dimensions. On this basis, the path to achieve high-quality development of China's outdoor sports industry was proposed, including optimizing the policy system environment, promoting industrial structure optimization, strengthening scientific and technological innovation drive, cultivating outdoor sports culture, and practicing green development concepts. The study believes that building a scientific and reasonable dynamic mechanism and a systematic implementation path are of great significance for promoting China's outdoor sports industry to move towards high-quality development and helping to achieve Chinese modernization.

Keywords: Chinese Modernization; Outdoor Sports Industry; High-Quality Development; Driving Mechanism; Realization Path

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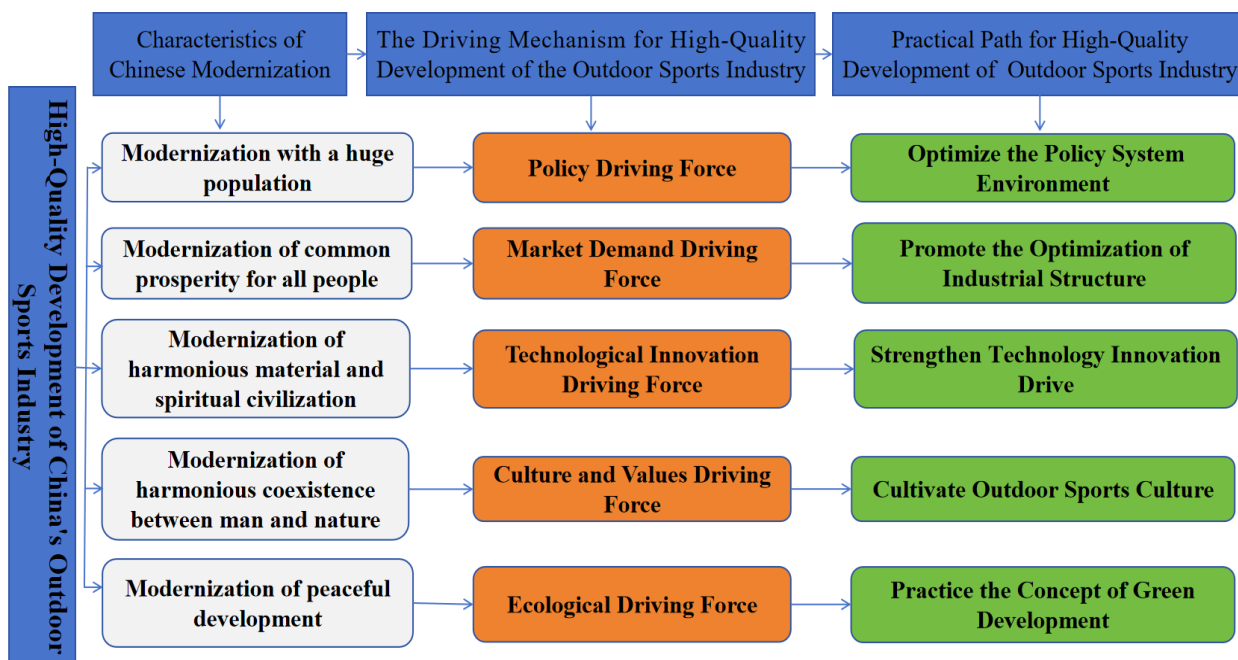
1. Introduction

In the current international community where globalization and informatization are intertwined, Chinese modernization, with its unique path, theory, system and culture, provides a new perspective and path for the world's modernization process. The connotation of Chinese modernization lies not only in the rapid economic growth and the overall progress of society, but also in the harmonious coexistence of the happiness index of people's lives and the ecological environment^[1]. As an important part of the modern service industry, the sports industry is a key link in promoting the construction of a healthy China and the

extensive fitness-for-all activities, and is of great significance to promoting the comprehensive development of the economy and society^{[2][3]}. As an emerging field in the sports industry, the outdoor sports industry is gradually becoming a new engine to promote the development of the sports industry with its unique charm of being close to nature, challenging oneself, and being healthy physically and mentally^[4]. Chinese modernization has put forward higher requirements for the development of the sports industry, emphasizing the innovation, coordination, greenness, openness and sharing of the sports industry. As an important branch of the sports industry, the outdoor sports industry not only bears the heavy responsibility of economic transformation and upgrading, but also plays an irreplaceable role in cultural communication, social harmony, and ecological civilization construction^{[5][6]}. On the economic level, the outdoor sports industry can drive the development of related industrial chains and promote the diversification and sustainable growth of the local economy. And on the cultural level, the outdoor sports industry can help promote the spirit of sports, inherit national culture, and enhance nation cultural soft power. While on the social level, the outdoor sports industry can enhance interpersonal communication, promote social harmony, and improve the health level of the people.

In recent years, the domestic academic community has increasingly conducted research on the outdoor sports industry, but there are differences in research perspectives and depth. Foreign research has mostly focused on the development and protection of outdoor sports resources, the cultivation and dissemination of outdoor sports culture, and the contribution of outdoor sports to the local economy, providing useful reference for the development of China's outdoor sports industry^[7]. However, China's outdoor sports industry is still facing many challenges in realizing high-quality development. On the one hand, the unreasonable industrial structure and insufficient high-end supply make it difficult to meet the people's growing diversified and personalized needs. On the other hand, insufficient innovation-driven capabilities and weak scientific and technological support have restricted the transformation, upgrading and sustainable development of the outdoor sports industry. In addition, problems such as an imperfect policy system, inadequate market supervision, and a shortage of professional talents have also seriously hindered the healthy development of the China's outdoor sports industry^[8]. Specifically, the lack of motivation for high-quality development of China's outdoor sports industry is mainly manifested in the following aspects. Firstly, the policy guidance and support are insufficient, lacking pertinence and effectiveness. Secondly, the market demand is insufficient, and consumers' awareness and acceptance of outdoor sports products need to be improved. Thirdly, the ability of technological innovation and achievement transformation is not strong, and there is a lack of core

Figure 1: Analysis Framework on the Driving Mechanism and Realization Path of High-Quality Development of China's Outdoor Sports Industry Under the Perspective of Chinese Modernization



competitiveness. Fourthly, the industry integration and synergy are insufficient, making it difficult to achieve resource sharing and complementary advantages. These problems not only affect the competitiveness of the outdoor sports industry, but also restrict the full realization of its value and role in economic, cultural, and social aspects.

Therefore, this study aims to deeply explore the driving mechanism and implementation path of the high-quality development of China's outdoor sports industry under the perspective of Chinese modernization. The research objectives mainly include two aspects. Firstly, to clarify the composition and mechanism of the driving mechanism, and to reveal the key factors and internal logic affecting the high-quality development of the outdoor sports industry. Secondly, to propose implementation paths and policy recommendations to provide scientific basis and practical guidance for promoting the high-quality development of China's outdoor sports industry. Combined with China's actual situation, practical implementation paths and policy recommendations were proposed to provide strong support for the high-quality development of China's outdoor sports industry. It has important practical significance for promoting the high-quality development of China's outdoor sports industry, enhancing the china's cultural soft power, and promoting social harmony and stability. The research and analysis framework on the driving mechanism and implementation path of high-quality development of China's outdoor sports industry under the perspective of Chinese modernization is shown in Figure 1.

2. Theoretical Basis for Chinese Modernization and High-Quality Development of China's Outdoor Sports Industry

2.1 The Core Characteristics and Development Requirements of Chinese Modernization

The Chinese modernization, as a socialist modernization process under the leadership of the Communist Party of China, not only reflects the universal characteristics of modernization in various countries, but also contains a unique path based on China's national conditions^[9]. Its core characteristics and development requirements have profoundly affected many fields including the China's outdoor sports industry. The core characteristics of Chinese modernization include huge population size, common prosperity for all people, coordination between material and spiritual civilization, harmonious coexistence between man and nature, and a path of peaceful development. These characteristics not only depict the blueprint of China's modernization process, but also provide macro-guidance and strategic direction for the development of the China's outdoor sports industry^{[10][11]}. In terms of development requirements, Chinese modernization emphasizes high-quality economic development, focuses on improving the level of the industrial chain and innovation capabilities, and promotes green, low-carbon and circular development^[12]. At the same time, the goal of common prosperity requires the China's outdoor sports industry to pay more attention to fairness and sharing in the process of development, so that more people can enjoy the health and fun brought by outdoor sports. The requirement of coordination between material and spiritual civilization prompts the outdoor sports industry to pay attention to the improvement of cultural connotation and spiritual value while pursuing economic benefits. The concept of harmonious coexistence between man and nature requires the China's outdoor sports industry to respect nature, protect ecology and achieve sustainable development in the process of development.

2.2 The Connotation of High-Quality Development of China's Outdoor Sports Industry

As an important part of China's sports industry, the connotation of high-quality development of the outdoor sports industry is mainly reflected in high efficiency, high technology, high cultural value and sustainability^[13]. High efficiency is the basis for the high-quality development of the outdoor sports industry. This requires the Chinese outdoor sports industry to focus on improving economic benefits while providing high-quality services to achieve sustainable development of the industry. High technology is the key to the high-quality development of the China's outdoor sports industry. With the continuous development of science and technology, outdoor sports equipment, training methods and event organization need to be continuously innovated and upgraded to meet the growing needs of consumers. High cultural value is the soul of the high-quality development of the outdoor sports industry. Outdoor sports are not only a way of physical exercise, but also a cultural experience and spiritual pursuit^[14]. Therefore, the China's outdoor sports industry should focus on the excavation and improvement of cultural connotations in the process of development, and create an outdoor sports cultural brand with Chinese characteristics. Sustainability is the guarantee for the high-quality development of the China's outdoor sports industry. This requires the Chinese outdoor sports industry to pay attention to environmental protection and ecological balance in the

process of development to achieve green development.

2.3 The Enabling Role of Chinese Modernization in the Development of China's Outdoor Sports Industry

The enabling role of Chinese modernization in the development of the outdoor sports industry is mainly reflected in policy guidance, cultural communication, scientific and technological innovation, and green development. First, in terms of policy guidance, the Chinese government attaches great importance to the development of the outdoor sports industry and has introduced a series of policies and measures to provide a strong institutional guarantee for the development of the China's outdoor sports industry^{[15][16]}. These policies not only clarify the development direction and goals of the China's outdoor sports industry, but also provide a good development environment for the outdoor sports industry through measures such as financial subsidies and tax incentives. Secondly, in terms of cultural communication, Chinese modernization emphasizes the inheritance and innovation of culture, which provides rich cultural connotations and spiritual motivation for the development of the China's outdoor sports industry^[17]. By holding various outdoor sports events and activities, we can spread the outdoor sports culture and enhance the popularity and influence of the outdoor sports industry. Thirdly, in terms of scientific and technological innovation, Chinese modernization focuses on the leading role of scientific and technological innovation, which brings unprecedented opportunities for the development of the China's outdoor sports industry^[18]. By introducing advanced technical means and innovative concepts, we can promote the upgrading and intelligent development of the China's outdoor sports equipment and enhance the scientific and technological content and competitiveness of the outdoor sports industry. Fourthly, in terms of green development, Chinese modernization emphasizes the concept of harmonious coexistence between man and nature, which provides an important guiding ideology for the green development of the outdoor sports industry. By promoting green and low-carbon outdoor sports, we can reduce damage and pollution to the natural environment and achieve sustainable development of the China's outdoor sports industry.

In summary, there is a close connection and interactive relationship between Chinese-style modernization and the high-quality development of the China's outdoor sports industry. The core characteristics and development requirements of Chinese-style modernization provide macro-guidance and strategic direction for the development of the outdoor sports industry. The connotation of high-quality development of the outdoor sports industry reflects the requirements of high efficiency, high technology, high cultural value and sustainability; and the enabling role of Chinese-style modernization in the development of the outdoor sports industry is reflected in policy guidance, cultural communication, scientific and technological innovation and green development. These theoretical foundations provide solid support and guidance for the future development of the China's outdoor sports industry.

3. The Current Situation and Challenges of High-Quality Development of China's Outdoor Sports Industry

3.1 The Current Situation of High-Quality Development of China's Outdoor Sports Industry

In recent years, with the improvement of people's living standards and the change of consumption concepts, the rapid economic growth and consumption upgrading have also brought huge market demand for the outdoor sports industry. China's outdoor sports industry has ushered in unprecedented development opportunities, the market scale continues to expand, the industrial structure is constantly optimized, and the regional distribution characteristics are becoming increasingly obvious. First of all, in terms of market size, China's outdoor sports market is showing a rapid growth trend. According to data jointly released by the General Administration of Sport of China and other departments, by the end of 2021, the number of people participating in outdoor sports nationwide has exceeded 400 million, showing that outdoor sports have a broad mass base in China^[19]. With people's pursuit of a healthy lifestyle and a deeper understanding of outdoor sports, the scale of the outdoor sports market is expected to continue to grow rapidly in the next few years. At the same time, the sub-sectors of the China's outdoor sports market are also showing a booming development trend. For example, skiing, diving, hiking, cycling and other projects are favored by consumers. Secondly, in terms of industrial structure, China's outdoor sports industry has initially formed a relatively complete industrial chain. The upstream includes raw material supply and outdoor sports equipment production, the midstream covers outdoor sports product design and manufacturing, and the downstream involves outdoor sports event operations, training and guidance services, tourism and catering and other related industries^[20]. The formation

of this industrial chain provides strong support for the rapid development of the China's outdoor sports industry. At the same time, with the advancement of technology and changes in consumer demand, the China's outdoor sports industry is also constantly innovating and upgrading, such as the research and development of intelligent equipment and the rise of Internet + outdoor sports^[21]. Finally, in terms of regional distribution characteristics, China's outdoor sports industry shows obvious regional differences. Due to its developed economy and dense population, the eastern region has a relatively developed outdoor sports industry and has more outdoor sports companies and events^[22]. Although the central and western regions started later, the outdoor sports industry has also shown a rapid development trend in recent years with their rich natural resources and unique national culture. In particular, some natural scenic spots such as mountains, grasslands and deserts have become important destinations for the China's outdoor sports.

With the continuous development of China's economy and the continuous improvement of people's living standards, consumers' demand for outdoor sports has become increasingly diversified and personalized. This is not only reflected in the demand for outdoor sports equipment and events, but also in the demand for outdoor sports training and guidance services. 1. In terms of consumer demand, consumers' demand for outdoor sports shows a trend of diversification and segmentation. On the one hand, more and more consumers are beginning to pursue high-quality and personalized outdoor sports experiences, such as high-end skiing, diving adventures, etc^[23]. On the other hand, some traditional outdoor sports such as hiking and cycling are also popular among consumers. In addition, with the rise of family travel and parent-child travel, the demand for outdoor sports as a family unit has gradually increased. 2. In terms of supply capacity, China's outdoor sports industry has initially acquired a strong supply capacity. On the one hand, the number of domestic outdoor sports equipment manufacturers has continued to increase, and the variety and quality of products have continued to improve; on the other hand, with the increase in domestic outdoor sports events and the improvement of internationalization, the ability to operate and organize events has also been significantly improved. In addition, some professional outdoor sports training institutions and clubs have also emerged to provide consumers with more professional and systematic training and guidance services. However, compared with the rapidly developing consumer demand, the supply capacity of China's outdoor sports industry still has some shortcomings. For example, some high-end outdoor sports equipment and events still rely on imports and the construction of outdoor sports infrastructure in some regions lags behind and cannot meet the needs of consumers. At the same time, the shortage of professional outdoor sports talents has also become a bottleneck restricting the development of the industry. Therefore, in the future, China's outdoor sports industry needs to further strengthen technological innovation and talent training, and improve supply capacity to better meet the needs of consumers.

In summary, China's outdoor sports industry has shown a strong momentum of development in recent years. Its market scale continues to expand, its industrial structure continues to optimize, its regional distribution becomes increasingly prominent, and its consumer demand and supply capacity increase simultaneously, together outlining a vibrant development picture. This series of positive changes not only demonstrates the people's enthusiastic pursuit of a healthy lifestyle, but also reflects the fruitful results of the country's economic transformation and upgrading. However, on the road to rapid progress, China's outdoor sports industry is also facing challenges and problems that cannot be ignored. On the one hand, there is a certain gap between the rapid growth of market demand and the innovation ability of the supply side. The supply of high-end, personalized, and intelligent products and services needs to be strengthened to meet the increasingly diversified consumer needs. On the other hand, there is a balance problem between the development and protection of outdoor sports resources. How to effectively protect the natural environment and ecological resources while promoting industrial development has become an urgent problem to be solved. In addition, the lagging construction of industrial standardization and standardization, as well as the shortage of professional talents, are also key factors restricting the high-quality development of the outdoor sports industry. In the face of these challenges, the future development of China's outdoor sports industry requires the joint efforts of the government, enterprises and all sectors of society to form a joint force to jointly promote the industry to a higher level. At the government level, more precise and effective policies and measures should be introduced to increase support for the China's outdoor sports industry, optimize the industrial environment, and strengthen market supervision to ensure the healthy and orderly development of the industry. Enterprises should seize development opportunities, increase R&D

investment, improve product and service quality, and actively explore new paths for industrial upgrading, such as digital transformation and cross-border integration, to enhance industrial competitiveness. All sectors of society need to strengthen the promotion and popularization of outdoor sports culture, increase public awareness and participation in outdoor sports, and advocate green, environmentally friendly and safe outdoor sports concepts to jointly create a good atmosphere for industrial development. In short, China's outdoor sports industry is in a critical period of rapid development and transformation and upgrading. Only by adhering to innovation-driven, strengthening policy support, and deepening industrial cooperation can we achieve higher quality and more sustainable development, providing the people with more colorful outdoor sports experiences and thus contributing to China's economic and social developments.

3.2 The Main Challenges Faced by the High-Quality Development of China's Outdoor Sports Industry

In recent years, China's outdoor sports industry has developed rapidly. Despite the continuous expansion of the market size and the continuous growth of consumer demand, its high-quality development still faces a series of challenges. These challenges are mainly reflected in the imperfections of policies and systems, incomplete industrial chains and unbalanced regional development, insufficient scientific and technological innovation capabilities and product homogeneity, as well as weak outdoor sports cultural foundation and inadequate implementation of green development concepts.

3.2.1. Imperfections in Policies and Systems

Against the backdrop of the rapid rise of China's outdoor sports industry, although the government has actively introduced a series of policy measures to promote the development of the industry, there are still significant imperfections at the policy and institutional levels, which poses certain challenges to the sustained and healthy development of China's the industry.

The primary problem is that there is currently a lack of a legal and regulatory system specifically for the outdoor sports industry. This lack makes the industry development relatively weak in terms of legal protection and regulatory mechanisms, making it difficult to effectively respond to market chaos and protect consumer rights. Due to the lack of a clear legal framework, the China's outdoor sports industry is prone to disorder in the process of development, affecting its overall competitiveness and sustainable development capabilities.

Secondly, there are obvious problems of inadequate implementation and poor supervision in the implementation of existing policies. Although the government has introduced a series of supporting policies, in actual operations, due to insufficient policy implementation and an imperfect regulatory mechanism, it is difficult to fully exert the policy effect. This not only affects the innovation vitality and market competitiveness of enterprises, but also restricts the overall development of the China's outdoor sports industry. In addition, the standards, specifications and safety supervision systems related to the outdoor sports industry are not yet sound. This situation leads to certain safety hazards and risks in the process of industrial development, which not only threatens the safety of consumers' lives and property, but also affects the public image and reputation of the outdoor sports industry. The lack of unified standards and specifications makes it difficult for companies to form unified standards and processes in product development, event organization, etc., which in turn affects the overall quality and level of the industry.

In summary, the imperfections in policies and systems have become one of the key factors restricting the high-quality development of China's outdoor sports industry. In the future, the government should further strengthen policy guidance and system construction, improve the relevant legal and regulatory system, increase policy implementation and supervision, and establish a sound standard, specification and safety supervision system to provide solid policy guarantees and institutional support for the sustainable and healthy development of the China's outdoor sports industry.

3.2.2. Incomplete Industrial Chain and Unbalanced Regional Development

China's outdoor sports industry has made significant progress in recent years, but the incompleteness of the industrial chain and the imbalance of regional development are still key factors restricting its further development.

From the perspective of the industrial chain, China's outdoor sports industry has obvious shortcomings in the connection between upstream and downstream and key links. In the upstream, the supply of raw materials and the production of outdoor sports equipment are relatively weak, and there is a lack of brands and products with international influence, which not only limits the competitiveness of the industry, but also affects consumers' choice of high-quality outdoor sports equipment. In

the midstream, the design and manufacturing innovation capabilities of outdoor sports products are insufficient, making it difficult to meet the increasingly diversified and personalized needs of consumers. This has led to the proliferation of homogeneous products in the market and the lack of innovative and differentiated products, which has affected consumers' willingness to buy and the sustainable development of the industry.

In the downstream, the development of outdoor sports event operations, training and guidance services is relatively lagging. The lack of professional event organizing institutions and training systems makes it difficult to improve the level and influence of outdoor sports events, and also limits consumers' learning and improvement of outdoor sports knowledge and skills. This not only affects the popularization and dissemination of outdoor sports culture, but also restricts the diversification and professional development of the outdoor sports industry. In addition, there is an obvious regional imbalance in the development of China's outdoor sports industry. With the advantages of developed economy and dense population, the outdoor sports industry in the eastern region is relatively developed, with a relatively complete industrial chain and market system. However, due to the relatively weak economic foundation in the central and western regions, the development of the outdoor sports industry is relatively lagging, the industrial chain is incomplete, and the market potential has not been fully released. This regional imbalance not only restricts the overall development of the China's outdoor sports industry, but also affects the popularization and dissemination of outdoor sports culture, making the development of the China's outdoor sports industry show obvious regional differences.

In summary, China's outdoor sports industry still faces many challenges in terms of industrial chain and regional development. In the future, it is necessary to further strengthen the connection and integration of upstream and downstream of the industrial chain, enhance the innovation capacity of key links, and strengthen the coordinated development between regions to promote the balanced development of the outdoor sports industry across the country.

3.2.3. Insufficient Technological Innovation Capabilities and Product Homogeneity

While China's outdoor sports industry is developing rapidly, the lack of scientific and technological innovation capabilities and product homogeneity problems are becoming increasingly prominent, becoming the key bottleneck restricting its further high-quality development.

In terms of scientific and technological innovation capabilities, China's outdoor sports industry has obvious shortcomings. Specifically, the technological content of outdoor sports equipment and products is relatively low, and there is a lack of core technologies and innovative products with independent intellectual property rights. This not only makes it difficult for Chinese outdoor sports products to form a competitive advantage in the international market, but also limits domestic consumers' choice of high-quality, high-tech outdoor sports equipment. At the same time, in the organization, planning and implementation of the China's outdoor sports events and activities, the application and innovation of scientific and technological means are also insufficient. Traditional event models and event content have been unable to meet the growing diversified and personalized needs of consumers, resulting in events and activities lacking sufficient appeal and competitiveness.

In addition, China's outdoor sports industry is also facing the serious problem of product homogeneity. The market is flooded with a large number of similar or identical outdoor sports equipment and products, which lack differentiated competition, resulting in waste of market resources and vicious competition. When faced with these homogeneous products, consumers often find it difficult to make choices, and even have a decline in trust and satisfaction with outdoor sports products. This not only affects consumers' willingness to buy, but also restricts the diversification and professional development of the China's outdoor sports industry.

In summary, insufficient technological innovation capabilities and product homogeneity have become two major pain points in the development of China's outdoor sports industry. In the future, China's outdoor sports industry needs to increase investment in technological innovation, improve the technological content of outdoor sports equipment and products, and strengthen the application and innovation of technology in events and activities to create core technologies and innovative products with independent intellectual property rights. At the same time, companies also need to focus on product differentiation competition, and meet the diversified and personalized needs of consumers and enhance market

competitiveness by developing products with unique functions and characteristics.

3.2.4. Weak Foundation of Outdoor Sports Culture and Inadequate Implementation of Green Development Concepts

In the process of rapid development of China's outdoor sports industry, it faces two major challenges including weak foundation of outdoor sports culture and inadequate implementation of green development concept.

First, the foundation of outdoor sports culture is relatively weak in China, which is mainly reflected in two aspects. On the one hand, the development history of outdoor sports in China is relatively short, thus outdoor sports culture and tradition with profound heritage and wide influence have not yet been formed. Compared with some developed countries with outdoor sports, the accumulation and inheritance of China's outdoor sports culture is still insufficient, lacking sufficient cultural connotation and social identity. On the other hand, the popularity of the China's outdoor sports in some areas is still low, and consumers' cognition and understanding of outdoor sports are limited. This has led to certain obstacles in the dissemination and promotion of the China's outdoor sports culture, making it difficult to form extensive social participation and common cultural identity.

Secondly, China's outdoor sports industry also has obvious deficiencies in the implementation of the green development concept. In the development process of some outdoor sports projects and activities, the importance of ecological environment protection is often ignored, resulting in the destruction and pollution of the ecological environment^[24]. This not only damages the natural environment, but also affects the sustainable development of the China's outdoor sports industry. At the same time, the outdoor sports industry also has certain shortcomings in resource utilization and energy conservation and emission reduction, and has failed to fully implement the concept of green development. While pursuing economic benefits, some companies have neglected resource conservation and environmental protection, resulting in resource waste and increased environmental pressure. In the process of rapid development, China's outdoor sports industry needs to strengthen the cultivation and dissemination of outdoor sports culture, enhance consumers' cognition and understanding of outdoor sports, and form extensive social participation and common cultural identity. At the same time, it is also necessary to strengthen the implementation of the green development concept, pay attention to the protection of the ecological environment and the conservation and utilization of resources, and promote the sustainable development of the China's outdoor sports industry.

In summary, China's outdoor sports industry faces multiple challenges in its pursuit of high-quality development, including imperfections in policies and systems, incompleteness of the industrial chain and imbalance in regional development, lack of scientific and technological innovation capabilities and serious product homogeneity, as well as weak outdoor sports cultural foundation and inadequate implementation of the green development concept. These challenges not only restrict the further growth of the China's outdoor sports industry, but also affect the release of its sustainable development potential. In the face of these challenges, the government, enterprises and all sectors of society need to work together and make joint efforts in the future. The government should further strengthen policy guidance and support, improve relevant laws and regulations, establish a sound regulatory mechanism, and provide solid policy guarantees for the China's outdoor sports industry. At the same time, it is necessary to promote the close connection between the upstream and downstream of the industrial chain, promote coordinated development between regions, narrow the gap between the east and the west, and achieve a balanced layout of the outdoor sports industry. On the enterprise side, it should increase investment in scientific and technological innovation, improve the technological content of outdoor sports equipment and products, break homogeneous competition, and meet the growing diversified and personalized needs of consumers. In addition, enterprises should actively practice the concept of green development, pay attention to ecological environmental protection, promote resource conservation and energy conservation and emission reduction, and achieve a win-win situation of economic and ecological benefits. All sectors of society should also actively participate in the popularization and dissemination of outdoor sports culture, enhance the public's awareness and participation in outdoor sports, and form a strong outdoor sports cultural atmosphere. By holding a variety of outdoor sports events and activities, we can stimulate the public's enthusiasm for outdoor sports and promote the in-depth development of outdoor sports culture. In short, only through the joint efforts of the government, enterprises and all sectors of society can we overcome the current challenges, promote the high-quality development of China's outdoor sports

industry, and provide the people with a more colorful outdoor sports experience.

4. The Driving Mechanism for High-Quality Development of China's Outdoor Sports Industry Under the Perspective of Chinese Modernization

Under the background of China's modernization, the outdoor sports industry is rising as a bright new star, and has become an important force to promote economic growth with its unique charm. However, its road to high-quality development is not a smooth one, but requires the coordinated drive of multiple forces. This article aims to conduct a comprehensive and in-depth discussion on the driving mechanism of high-quality development of the outdoor sports industry under the perspective of China's modernization from five dimensions including policy driving force, market demand driving force, scientific and technological innovation driving force, cultural and value driving force, and ecological driving force.

4.1 Policy Driving Force

The coordinated efforts of national and local policies have laid a solid policy foundation for the high-quality development of the China's outdoor sports industry^[25]. At the national level, the government attaches great importance to the potential and value of the outdoor sports industry. By issuing a series of targeted and wide-coverage policy measures, such as setting up special support funds, providing tax exemptions and reductions, and strengthening infrastructure construction, it has created extremely favorable conditions for the vigorous development of the China's outdoor sports industry. These policies not only provide financial support and tax incentives for outdoor sports companies, but also improve the safety and convenience of outdoor sports activities by improving infrastructure, further stimulating market vitality. At the local level, governments at all levels actively responded to the national call, closely combined local resource endowments and market demand, and carefully formulated a series of outdoor sports industry development plans with distinct local characteristics. These plans not only refine the implementation path of national policies, but also fully consider regional differences and market demand, ensuring the effectiveness and pertinence of policies. Through the close connection and synergy of national and local policies, the China's outdoor sports industry has shown a vigorous development trend in various places, which has not only promoted the transformation and upgrading of the local economy, but also improved the quality of life and happiness of the people.

4.2 Market Demand Driving Force

The upgrading of China residents' consumption and the rise of a healthy lifestyle constitute a strong market demand driving force for the high-quality development of the China's outdoor sports industry. With the continuous growth of the economy and the steady improvement of residents' income levels, consumers' consumption concepts are undergoing a profound change, gradually shifting from the past material pursuits to the yearning for high-quality life^[26]. Under this background, outdoor sports, as a form of activity that combines leisure, fitness, and entertainment, have quickly become the new favorite of consumers. At the same time, the in-depth implementation of the Healthy China strategy has elevated the overall health of the population to the level of a national strategy, and the society's attention to healthy lifestyles has reached an unprecedented level. This trend has not only promoted the vigorous development of the health industry, but also brought unprecedented development opportunities to the China's outdoor sports industry. More and more people have begun to realize the important role of outdoor sports in improving physical fitness, enhancing mental state, and strengthening social interaction, and thus more actively participate in various outdoor sports activities^[27]. Therefore, the dual drive of residents' consumption upgrading and healthy lifestyles has jointly promoted the rapid development of the outdoor sports industry. This trend not only provides a broad market space for outdoor sports companies, but also prompts companies to continuously innovate and improve the quality of products and services to meet the growing diversified needs of consumers.

4.3 Technological Innovation Driving Force

Technological innovation, especially the rapid development of digital technology, intelligent equipment and green technology, has injected strong new impetus into the high-quality development of the China's outdoor sports industry^{[28][29]}. Empowered by digital technology, the application of cutting-edge technologies such as big data, cloud computing, and the Internet of Things has made the operation of the outdoor sports industry more intelligent and the management more precise. These technologies not only help outdoor sports companies better understand market demand and optimize resource allocation, but also improve user experience and provide more personalized and customized services for outdoor sports enthusiasts. In

addition, the research and development and wide application of intelligent equipment have brought revolutionary changes to outdoor sports. From wearable devices to intelligent navigation systems, these high-tech products have not only greatly improved the safety and convenience of outdoor sports, allowing outdoor sports enthusiasts to enjoy the fun of sports more assuredly, but also enriched the form and content of outdoor sports, making outdoor sports more diversified and interesting. At the same time, the promotion and application of green technology has also provided strong support for the sustainable development of the outdoor sports industry. The widespread application of green technologies such as the use of environmentally friendly materials and the research and development of energy-saving equipment has not only reduced the impact of the outdoor sports industry on the environment, but also promoted the green transformation of the entire industry. This is in line with the current global environmental protection trend and also meets consumers' pursuit of a healthy and environmentally friendly lifestyle. Therefore, the rapid development of digital technology, smart equipment and green technology have jointly promoted the high-quality development of the outdoor sports industry and provided strong support for the intelligence, precision and greening of the China's outdoor sports industry.

4.4 Culture and Values Driving Force

The deep recognition of the whole society on healthy lifestyle and ecological protection concept has built a solid cultural and value foundation for the high-quality development of the China's outdoor sports industry. At present, with the general awakening of people's environmental awareness and the unremitting pursuit of healthy life quality, outdoor sports are no longer just a simple physical activity^[30]. It has gradually evolved into a trend-setting lifestyle and a philosophy of life that actively advocates green, low-carbon and environmental protection^[31]. At the same time, outdoor sports, with its characteristics of being close to nature, challenging oneself and enjoying health, have deeply attracted the love and participation of the general public. In this process, people have become more and more aware of the close connection between outdoor sports and environmental protection, and have begun to actively integrate the concept of ecological protection into the practice of outdoor sports. By reducing environmental pollution and respecting natural ecology, they have shown their awe and love for nature. This deep recognition of culture and values has not only injected a strong spiritual driving force into the outdoor sports industry, but also pointed out the direction for its high-quality development. Outdoor sports companies have responded to this trend, actively developed environmentally friendly outdoor sports products, and promoted the concept of green outdoor sports, which not only met consumers' demand for a healthy lifestyle, but also promoted the harmonious coexistence of the outdoor sports industry and the ecological environment^[32]. Therefore, the increasing recognition of healthy lifestyles and ecological protection concepts in the whole society has provided strong cultural and value support for the high-quality development of the outdoor sports industry, and promoted the development of the China's outdoor sports industry in a greener, healthier and more sustainable direction.

4.5 Ecological Driving Force

The in-depth practice of the green development concept and ecological civilization construction will inject a strong ecological impetus for the high-quality development of China's outdoor sports industry^[33]. Under the guidance of this concept, the China's outdoor sports industry has actively responded to the national call, exploring the development path of ecological protection and environmentally friendliness and striving to achieve a fundamental reshaping of the industrial model. In order to achieve this goal, the outdoor sports industry has taken a series of effective measures. First, by optimizing the industrial structure, the dependence on high-energy consumption and high-pollution links has been reduced, and the industry has been transformed towards low-carbon and environmental protection. At the same time, enterprises continue to improve resource utilization efficiency, adopt advanced production processes and technical means, reduce energy consumption and emissions in the production process, and reduce the impact on the natural environment. In addition, the China's outdoor sports industry has also strengthened the protection of the ecological environment. When developing outdoor sports projects, the carrying capacity and protection needs of the ecological environment are fully considered to avoid damage to natural landscapes and ecological resources. At the same time, enterprises also actively participate in ecological restoration and environmental protection public welfare activities, and practice the concept of green development through practical actions. The role of this ecological driving force has not only promoted the green development of the China's outdoor sports industry, enhanced

its competitiveness in the domestic market, but also won it a good reputation in the international market. As environmental protection and sustainable development receive more and more attention, the green development model of the China's outdoor sports industry will become an important advantage in its participation in international competition^[34]. Therefore, the green development concept and the practical requirements of ecological civilization construction provide a strong ecological driving force for the high-quality development of the outdoor sports industry. Driven by this driving force, the outdoor sports industry will continue to move towards a more green, environmentally friendly and sustainable development path.

In summary, the driving mechanism for high-quality development of the China's outdoor sports industry under the perspective of Chinese modernization is multifaceted and comprehensive. Policy drivers, market demand drivers, technological innovation drivers, cultural and value drivers, and ecological drivers together constitute a powerful driving force for high-quality development of the outdoor sports industry. In the future, with the continuous release and deepening of these drivers, the China's outdoor sports industry will usher in a broader development prospect.

5. Exploring the Path to Achieve High-Quality Development of China's Outdoor Sports Industry Under the Perspective of Chinese Modernization

Under the background of China's modernization, the outdoor sports industry, as an important part of the sports industry, its high-quality development is not only related to the prosperity of the sports industry, but also to the improvement of people's health level and the promotion of ecological civilization construction. This paper aims to explore the path to achieve high-quality development of China's outdoor sports industry under the perspective of China's modernization with the hope of providing theoretical reference and practical guidance for the sustainable development of the China's outdoor sports industry.

5.1 Optimiz the Policy System Environment to Lay a Solid Foundation for High-Quality Development

The policy environment is a solid foundation for the high-quality development of the China's outdoor sports industry, and its importance is self-evident. In order to ensure the continued healthy development of the industry, we urgently need to improve the policy system and implementation mechanism, and promote the coordinated efforts and precise implementation of various policies. This requires us not only to establish and improve relevant policies and regulations for the China's outdoor sports industry, clarify the long-term direction, specific goals and key tasks of industrial development, and provide a clear development blueprint for the industry; we must also strengthen the connection and coordination between various policies to ensure that policies can support and complement each other, form a strong policy synergy, and promote high-quality development of China's outdoor sports industry. At the same time, establish a policy evaluation and feedback mechanism, timely monitor the effectiveness of policy implementation, and adjust and optimize the policy system in a timely manner according to market changes and industrial development needs, so as to provide a solid policy guarantee for the high-quality development of the China's outdoor sports industry.

5.2 Promote the Optimization of Industrial Structure and Enhance the Added Value of Industries and the Level of Regional Coordinated Development

Optimizing the industrial structure is the key to high-quality development of the China's outdoor sports industry. It is necessary to build a full industrial chain ecosystem, form a complete industrial chain from raw material supply, product design, production and manufacturing to marketing, after-sales service and other links, and enhance the added value of the industry. At the same time, it is necessary to strengthen regional coordinated development, make full use of local resource endowments and comparative advantages, form regional characteristic industries, and enhance overall competitiveness. Through close cooperation between upstream and downstream of the industrial chain, we can achieve resource sharing and complementary advantages, and promote the development of the China's outdoor sports industry towards high-end, intelligent and green directions.

5.3 Strengthen Technological Innovation to Drive the Transformation and Upgrading of the Outdoor Sports Industry

Technological innovation is the core driving force for the high-quality development of the China's outdoor sports industry. We should increase investment in research and development, promote the application of digital and intelligent technologies in the field of outdoor sports, such as smart wearable devices, big data analysis, artificial intelligence, etc., to improve the

intelligence level and user experience of outdoor sports products. At the same time, we should strengthen the cooperation between industry, academia and research, promote the transformation and application of scientific and technological achievements, and form an innovation-driven industrial development model. Through technological innovation, we will promote the transformation of the outdoor sports industry from traditional manufacturing to modern service industries, and realize the transformation, upgrading and high-quality development of the China's outdoor sports industry.

5.4 Cultivate Outdoor Sports Culture to Enhance Public Participation and Social Recognition

The cultivation of the China's outdoor sports culture is an important support for promoting the high-quality development of the outdoor sports industry. We should use new media platforms to strengthen the dissemination and promotion of outdoor sports culture and enhance the public's awareness and participation in outdoor sports. We are supposed to enhance the attractiveness and influence of outdoor sports culture by organizing a variety of outdoor sports activities, such as competitions, training camps, and experience camps. At the same time, it is suggested that we strengthen education and training on outdoor sports culture, improve the public's understanding and recognition of outdoor sports culture, form a positive outdoor sports cultural atmosphere, and provide strong cultural support for the sustainable development of the China's outdoor sports industry.

5.5 Practice the Concept of Green Development and Build an Eco-Friendly Development Model

The concept of green development is an inevitable requirement for promoting the high-quality development of the China's outdoor sports industry. We must build an eco-friendly development model, strengthen ecological environmental protection, and promote the coordinated development of the outdoor sports industry and the ecological environment. By promoting green technologies and products, we can reduce industrial energy consumption and emissions, improve resource utilization efficiency, and achieve green development of the industry. At the same time, we must establish the China's outdoor sports industry sustainable evaluation system, conduct regular assessments of industrial development, and ensure that industrial development meets the requirements of green development. By practicing the concept of green development, we can promote the China's outdoor sports industry to develop in a more environmentally friendly and sustainable direction.

In summary, the paths to achieve high-quality development of China's outdoor sports industry under the perspective of Chinese modernization include optimizing the policy system environment, promoting industrial structure optimization, strengthening scientific and technological innovation, cultivating outdoor sports culture and practicing the concept of green development. These paths are interrelated and mutually reinforcing, and together constitute a complete framework for high-quality development of the China's outdoor sports industry. In the future, with the in-depth implementation and continuous improvement of these paths, China's outdoor sports industry will usher in a broader development prospect and a better future.

6. Conclusion

Under the grand background of China's modernization, the high-quality development of China's outdoor sports industry not only carries the heavy responsibility of upgrading and transforming the sports industry, but is also closely linked to the improvement of people's health level, the promotion of ecological civilization construction, and the comprehensive development of social economy. Through in-depth exploration of the driving mechanism and implementation path of the China's outdoor sports industry, this study drew the following conclusions.

First, in terms of the driving mechanism, the China's high-quality development of the outdoor sports industry has benefited from the joint promotion of multiple factors. The improvement of the policy system and the strengthening of the implementation mechanism have provided a solid institutional guarantee for the outdoor sports industry. And the continuous growth of market demand and consumption upgrading have injected a steady stream of vitality into the industry. The continuous deepening of scientific and technological innovation, especially the application of digital and intelligent technologies, has brought revolutionary changes to outdoor sports products and services. Additionally, the leading role of culture and values has made outdoor sports a fashionable and healthy lifestyle, and the practice of the green development concept has ensured that the outdoor sports industry can achieve sustainable development while protecting the ecological environment.

Secondly, in terms of the implementation path, this study proposed key measures such as building a full industrial chain ecology, promoting industrial structure optimization, strengthening scientific and technological innovation, cultivating outdoor sports culture, and practicing the concept of green development. These paths will not only help to improve the added value of the China's outdoor sports industry and the level of regional coordinated development, but also promote the industry to develop in the direction of high-end, intelligent, and green, and realize the transformation and upgrading of China's the industry and high-quality development.

In summary, the high-quality development of China's outdoor sports industry under the perspective of Chinese modernization is a systematic project that requires the joint efforts of the government, enterprises, society and other aspects. In the future, with the continuous improvement of the policy system, the sustained growth of market demand, the deepening of technological innovation, and the increasingly prominent leading role of culture and values, China's outdoor sports industry will usher in broader development space and better development prospects. At the same time, we should also be aware that the development of the outdoor sports industry still faces many challenges and uncertainties, which require us to constantly explore and innovate in practice, with a more scientific attitude and practical actions, to promote the outdoor sports industry to achieve higher quality and more sustainable development.

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Conflict of Interests

The author(s) declare(s) that there is no conflict of interest regarding the publication of this paper.

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