

Research on the Development Dilemma and Path of the Commercial Operation Mode of High-Level Sports Events in China under the Background of New Quality Productivity

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Abstract: This paper deeply discusses the development dilemma and the potential breakthrough path encountered by the commercial operation mode of high-level sports events in China under the background of the emerging concept of new quality productivity. Through detailed analysis of the core essence of new productivity and its diversified application in the sports industry, such as information technology in live broadcast and data analysis, biotechnology in the scientific application of athletes training and recovery, and new material technology in sports equipment innovation, this paper comprehensively examines the present situation of high level sports commercial operation in China. On this basis, the paper further analyzes the current challenges in policy environment, management experience, product development and profit distribution, and at the same time also reveals the new opportunities brought by new quality productivity for the commercialization of sports events. Finally, in view of the above difficulties, this paper puts forward a series of forward-looking and operable optimization paths, aiming to promote the commercial operation mode of high-level sports events in China to a more mature and efficient direction.

Keywords: New Quality Productivity; High-Level Sports Events; Commercial Operation Mode; Development Dilemma; Path Research

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1. Introduction

In the booming wave of the global sports industry, the commercial operation mode of high-level sports events in China is facing unprecedented opportunities and challenges. New quality productivity, as the key force to promote the innovation and upgrading of the sports industry, is profoundly changing the operation mode and market pattern of sports events. The purpose of this study is to deeply explore the development status, difficulties and potential optimization path of the commercial operation mode of high-level sports events in China under the background of new quality productivity, so as to provide theoretical support and practical guidance for promoting the sustainable development of China's sports industry. Through this study, we expect to reveal the important role of new quality productivity in the commercialization process of sports events, and provide useful reference and inspiration for relevant decision-makers, event organizers and sports industry practitioners. The main purpose of this study is to analyze the impact of new quality productivity on the commercial operation mode of high-level sports events in China, and to propose targeted optimization strategies accordingly. To achieve this goal, we will use various research methods, including literature review, case analysis and field research. By systematically combing the relevant research literature at home and abroad, we aim to grasp the latest research trends of new quality productivity and commercial operation mode of sports events; by analyzing typical cases, we expect to reveal the specific application and effect of new quality productivity in the commercialization process of sports events; Through field research, we will further collect first-hand data to provide empirical support for this study^[1].

2. The Concept of New Quality Productivity and Its Application in the Sports Industry

2.1 Connotation and Characteristics of New Quality Productivity

New quality productivity, as a new form of productivity under the background of the new era, integrates various high-tech elements such as information technology, biotechnology and new material technology, showing strong innovation ability and development potential. Its core lies to promote the optimization and upgrading of industrial structure and the significant improvement of production efficiency through the deep integration of technology and cross-border innovation. New quality

productivity has a high degree of intelligent, automation, green and other characteristics, which has injected new vitality into the development of various industries.

2.2 Application Examples of New Quality Productivity in Sports Events

The application of new quality productivity is increasingly widely used in sports events, and it has become an important force to promote the commercialization, specialization and internationalization of sports events. From event organization, operation management to marketing and audience experience, new quality productivity all play an irreplaceable role^[2].

2.3 The Application of Information Technology in the Event Live Broadcast, Data Analysis, Athlete Training and Other Aspects

The application of information technology in sports events is mainly reflected in the live broadcast, data analysis, athlete training and so on. HD live broadcasting technology and virtual reality technology; big data analysis technology helps the coaching team to grasp the athletes more accurately and make scientific training plan; and intelligent training equipment greatly improves the training efficiency and effect of athletes.

2.4 Application of Biotechnology in Sports Nutrition, Exercise Rehabilitation, etc

The application of biotechnology in the sports industry is mainly reflected in sports nutrition and sports rehabilitation. Through this method, sports rehabilitation technology helps athletes to recover injuries and prolong their sports career.

2.5 Application of New Materials in Sports Equipment, Sportswear and Other Aspects

The application of new materials technology has significantly improved the performance of sports equipment and sports clothing. Lightweight, high strength, high elasticity of new materials make sports equipment more ergonomic and improve sports performance; breathable, quick drying, antibacterial and other functional fabrics make sportswear more comfortable and healthy. The application of these new materials not only improves the competitive level of the athletes, but also brings a better watching experience for the audience.

3. The Status Quo of the Commercial Operation of High-level Sports Events in China

3.1 Development Process of the Commercialization of Sports Events: Historical Context and Characteristics of the New Era

The development process of the commercialization of sports events in China is a vivid epic accompanied by the reform of market economic system and the rise of sports industry. Since the early 1990s, with the adjustment of national economic policies and the introduction of market mechanism, sports events have gradually got rid of the situation of single dependence on government appropriation, and the embryonic form of commercial operation began to appear. During this period, corporate sponsorship became an important source of funds for sports events, which not only provided necessary financial support for the events, but also brought opportunities for brand exposure and market expansion for enterprises themselves. In the 21st century, especially in recent years, with the rapid development of Internet technology and the deep integration of new quality productivity, the commercial operation of sports events has entered a new stage of development. The digital, networked and intelligent technical means have greatly enriched the communication channels and interactive ways of the event^[3], greatly enhanced the appreciation and participation of the event, and the commercial value also rises.

3.2 The Main Mode of Commercial Operation of High-level Sports Events: Diversification and Refinement Coexist

At present, the commercial operation of high-level sports events in China shows the characteristics of both diversification and refinement. As a traditional and stable source of income, event sponsorship is constantly innovating in its form and content, expanding from simple financial sponsorship to brand cooperation, product implantation and other levels. With the help of modern media technology, the event broadcast has realized the all-round coverage from TV live broadcast to network live broadcast and mobile live broadcast, thus meeting the viewing needs of different audience groups. In terms of ticket sales, through the refined ticket price strategy and high-quality game watching service, it not only improves the audience watching

experience, but also effectively promotes the growth of the box office of the event. In addition, derivatives development, as an emerging field of the commercial operation of events, is gradually becoming an important growth point of event revenue. From event souvenirs to theme commodities, from online shopping malls to offline physical stores, the types and sales channels of derivatives are increasingly rich, providing fans with more diversified consumption choices^[4].

3.3 Market Scale and Economic Benefits of the Commercial Operation of High-level Sports Events: Continuous Growth and Industrial Linkage

In recent years, the market scale of the commercial operation of high-level sports events in China has continued to expand, and the economic benefits have been significantly improved. This growth trend is due to many factors: the improvement of people's living standard and health awareness make sports events a leisure and entertainment choice for more and more people; the continuous integration of new productivity promotes the innovation and upgrading of the commercial operation and improves the appreciation and commercial value of the importance and support of the sports industry, providing a good policy environment and market environment for the commercial operation of the events. According to statistics, the commercial operation of some high-level sports events in China has achieved profit, and even the profit scale of some sports events is still expanding^[5]. This has not only laid a solid foundation for the sustainable development of the sports industry, but also promoted the coordinated development of related industries. For example, the holding of large sports events often attracts a large number of tourists to watch and travel, thus promoting the prosperity of local tourism, catering, accommodation and other industries. The industrial linkage effect further enhances the comprehensive economic benefits and social value of the commercial operation of sports events.

4. The Development Dilemma of the Commercial Operation Mode of High-level Sports Events in China under the Background of New Quality Productivity

4.1 The Policy and Regulation Environment is Not Sound, and the Commercial Operation is Constrained

Under the background of new quality productivity, the development of the commercial operation mode of high-level sports events in China is faced with the dilemma of imperfect policy and regulation environment. Although the state has issued a series of policies to promote the development of the sports industry, there are still some problems in the specific implementation process, such as inadequate policy implementation and imperfect legal system. This leads to the lack of the protection of the rights and interests of enterprises and the order of market competition are chaotic during the commercialization of sports events, which seriously restricts the healthy development of the commercialization of sports events. Therefore, it is an urgent problem to establish a sound policy and regulation system to provide a strong legal guarantee for the commercial operation of sports events.

4.2 Lack of Commercial Operation Experience, and the Management Level Needs to be Improved

The commercial operation of high-level sports events in China started late, and the relevant enterprises and institutions lack of experience in the commercial operation, and the management level is relatively low. As a result, there are many deficiencies in event planning, marketing, brand building and other aspects, and it is difficult to fully tap the commercial value of sports events. At the same time, due to the lack of professional commercial operation talents, it is difficult for the commercial operation of sports events to achieve the expected results^[6]. Therefore, to strengthen the accumulation of commercial operation experience, improve the management level and train professional talents are important tasks to promote the development of the commercial operation mode of high-level sports events in China.

4.3 Product Development Lags Behind, and the Market Value Has Not Been Fully Explored

Under the background of new quality productivity, the development and innovation of sports event products are the key to promote the development of commercial operation mode. However, at present, the product development of high-level sports events in China is relatively lagging behind, and the market value has not been fully explored. On the one hand, the types and forms of the event products are relatively single, which is difficult to meet the diversified needs of the audience; on the other hand, the quality and creativity of the event products are insufficient, so it is difficult to attract the attention and purchase

intention of the audience. Therefore, strengthening the development and innovation of sports products and improving the product quality and creative level is an important way to explore the market value of sports events.

4.4 Uneven Distribution of Interests in the Process of Commercialization of Sports Events

In the process of the commercialization of sports events, the uneven distribution of benefits is a prominent problem. As sports events involve multiple interest subjects, such as event organizers, sponsors, media, etc., there are differences in interest demands and distribution mechanisms among various interest subjects, leading to the phenomenon of uneven distribution of interests occurring from time to time. This not only affects the enthusiasm and participation of all stakeholders, but also restricts the sustainable development of the commercial operation mode of sports events. Therefore, the establishment of a fair and reasonable profit distribution mechanism and protect the legitimate rights and interests of all interest subjects is an important guarantee to promote the development of the commercial operation mode of sports events.

4.5 Legal and Talent Gaps in the Commercialization of Sports Events and University Sports Events

It is an important way to promote the development of commercial sports in university sports events. However, in practice, the commercialization of university sports events is faced with legal and talent problems. On the one hand, the commercial operation of university sports events should comply with the relevant laws and regulations, but in practice, there are legal risks due to the imperfection or poor enforcement of the laws and regulations; on the other hand, the commercialization of university sports events requires professional commercial operation talents, but the lack of commercial courses and training in the shortage. Therefore, strengthening the construction of laws and regulations and improving the training system of university sports professionals are important measures to promote the development of the commercial operation mode of university sports events.

5. The Optimization Path of the Commercial Operation Mode of High-level Sports Events in China under the Background of New Quality Productivity

5.1 Strengthen the Construction of Policies and Regulations, and Optimize the Commercial Operation Environment

Under the background of new quality productivity, in order to promote the healthy development of the commercial operation mode of high-level sports events in China, we must strengthen the construction of policies and regulations. First of all, the policies and regulations related to the commercialization of sports events should be improved to clarify the rights and interests of all parties, standardize the market order, and provide a strong legal guarantee for the commercial operation of sports events. Secondly, a unified coordination and standardization mechanism should be established to strengthen the communication and cooperation between the government, enterprises, event organizers and other parties, so as to form a joint force and jointly promote the optimization and upgrading of the commercial operation mode of sports events.

5.2 Improve the Level of Commercial Operation and Enhance Market Competitiveness

Improving the level of commercial operation is the key to enhance the market competitiveness of high-level sports events in China. Therefore, it is necessary to introduce and cultivate professional event management talents, strengthen the overall planning and marketing promotion of the event, and improve the popularity and influence of the event^[7]. At the same time, it should also strengthen the exchange and cooperation with international advanced sports events, learn from their successful commercial operation experience, and constantly improve the commercial operation level of sports events in China.

5.3 Deepen the Development of Competition Products and Enhance Market Value

Deepening the development of competition products is an important way to enhance the market value of high-level sports events in China. We should innovate the events to improve the appreciation and attract more audience attention. At the same time, fine planning of the event site, enhance the value of advertising space, to provide more exposure opportunities for sponsors. In addition, the marketing promotion and product promotion of the event should be strengthened to improve the brand awareness and reputation of the event, so as to further enhance the market value of the event.

5.4 Establish a Reasonable Profit Distribution Mechanism to Protect the Rights and Interests of All Parties

In the process of commercialization of sports events, the establishment of a reasonable profit distribution mechanism is the key to protect the rights and interests of all parties and promote win-win cooperation. The rights and interests and responsibilities of all stakeholders should be clarified, and a fair, transparent and reasonable profit distribution mechanism should be established to ensure that the interests of all parties are reasonably protected. At the same time, the supervision and coordination should also be strengthened, to prevent the occurrence of conflicts of interests and contradictions, and to maintain the stability and sustainable development of the commercial operation of sports events.

5.5 Promote the Cooperation Between Sports Events and University Sports Events to Achieve Win-Win Results

Promoting the cooperation between sports events and university sports events is an important way to realize resource sharing, complementary advantages and win-win development. The legal guarantee and policy support of both parties should be improved to provide a strong institutional guarantee for the cooperation. At the same time, we should also strengthen the professional talent training of university sports events, improve the commercial operation level of university sports events, and inject new vitality into the development of the commercial operation mode of sports events. Through cooperation, the common development of sports events and university sports events can be promoted, and the goal of mutual benefit and win-win results can be achieved.

5. Conclusion

Under the background of new quality productivity, this study deeply discusses the commercial operation mode of high-level sports events in China. Through the case analysis, we summarize the successful experience and failure lessons, which provides a useful reference for the commercialization of sports events in China. On this basis, we point out that in the future, the commercial operation mode of high-level sports events in China should pay more attention to brand building and long-term development, improve the marketing system and profit distribution mechanism, and strengthen management and talent training to cope with the increasingly fierce market competition. Looking into the future, we expect the continuous optimization of the commercial operation mode of high-level sports events in China to achieve a higher level of economic and social benefits. To this end, we suggest that relevant departments and enterprises strengthen cooperation, jointly promote the innovation and development of the commercial operation mode of sports events, and contribute more to the prosperity of China's sports industry.

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