

The Main Problems, Causes and Solutions in the Field of Fitness and Leisure Industry in China

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To cite this article:

Shang Huijuan, Zhou Jieyou, Guo Xiukuan. The Main Problems, Causes and Solutions in the Field of Fitness and Leisure Industry in China. *International Journal of Sports Science and Physical Education*. Vol. 6, No. 4, 2021, pp. 93-100. doi: 10.11648/j.ijsspe.20210604.16

Received: November 8, 2021; **Accepted:** November 27, 2021; **Published:** December 29, 2021

Abstract: Using the literature, theoretical analysis and other methods, to sort out and analyze the research results related to the fitness and leisure industry of China. The main problems existing in fitness and leisure industry of China are summarized from the perspectives of the country, enterprises and sports consumers. At the national level, it is difficult to implement policies, laws and regulations need to be improved, and high-quality talents are in short supply. At the enterprise level: the mechanism of venture capital is not perfect, enterprise service supply needs to be optimized; At the level of sports consumers, the consumption consciousness is backward and the proportion of sports population is low. According to the research, the reasons for the above problems are: absence of government functions; The influence of the school talent training system; Structural reform of enterprises; Polarization of income distribution; Traditional ideas are deeply rooted. Relevant solutions are proposed from the perspectives of the country, enterprises and consumers. At the national level, the following three aspects should be improved: perfecting laws and regulations system; Improve the Support Policies for Venture Capital; Optimize the structure of high-level sports administrative departments. From the enterprise level, we should: Improve quality supervision and increase effective supply; Stick to the bottom line and operate in good faith; Innovation and integrated development. Finally, consumers should establish a reasonable view of sports consumption and improve legal awareness, and take fitness and leisure as a part of their daily life gradually.

Keywords: Fitness Leisure Industry, Problem, The Reason, Resolution Strategy

1. Introduction

In 2021, the 14th Five-Year Plan for National Economic and Social Development is the first five-year plan period to comprehensively build a strong country in sports and build the sports industry into a pillar industry of the national economy. At the same time, it also puts forward higher requirements for the development of sports undertakings and sports industry. As an important part of the sports industry, the development of the fitness and leisure industry not only plays a role in improving the health level of residents, but also plays a positive role in promoting economic growth, adjusting the domestic industrial structure, promoting industrial integration and driving consumption. In recent years, the state has issued

favorable policies, residents' sports consumption demand continues to grow, a large amount of capital injection, and the market environment continues to improve, bringing new development opportunities for the fitness and leisure industry. After 20 years of short development, our country has realized the leisure time created by western countries after more than 100 years [1]. The rapid rise of the fitness and leisure industry has attracted extensive attention from many domestic scholars. The existing research on fitness and leisure industry mainly focuses on exploring the development of fitness and leisure industry itself and the integration of fitness and leisure industry with other industries. Studies on the development of fitness and leisure industry mainly include: Research on supply-side reform of fitness and leisure industry [2]; Research on development dilemma of fitness and leisure

industry [3-5]; Research on supply-demand contradiction of fitness and leisure industry [6]; Research on ethics of fitness and leisure industry [7] and research on policy of fitness and leisure industry [8]. Studies on the integration of fitness and leisure industry and other industries mainly focus on the integration of fitness and leisure industry with sanatoria industry [9] and tourism [10, 11].

Due to the influence and restriction of China's economic and social development level, the development of China's fitness and leisure industry is far behind that of developed countries. Therefore, it is of great significance to clarify the main problems and causes of the development of the fitness and leisure industry in China, to promote the maximum benefit of the sports industry, and to build a powerful sports nation as soon as possible.

2. Main Problems Existing in the Field of Fitness and Leisure Industry

The three main interests of China's fitness and leisure industry chain are: the country, enterprises and sports consumers. From the perspective of the three main interests of the industrial chain, this paper summarizes the following problems existing in China's fitness and leisure industry:

2.1. National Level

2.1.1. It Is Difficult to Implement Policies

According to the leisure restriction theory, policy and management have an important impact on leisure restriction [5]. In the implementation process of relevant policies and measures formulated by the state, there are problems such as low efficiency, unclear responsibility, and emphasis on results rather than process. Therefore residents fail to have a deep understanding of the connotation of implementing policies, and residents do not really benefited from policies. There are even "one size fits all", "vanity project" and other phenomena.

For example, there is a phenomenon of "Sloth Administration" in policy implementation. Some scholars [4] through the survey found that since the implementation of the national anti-corruption reform, government institutions show the mentality of nothing is good in the sports field, it is having a negative effect on preferential and supportive policy of local sports fitness and leisure industry, as well as the opposite of the anti-corruption campaign is affected, some high-end sports including golf course populations in the most serious. Secondly, the dividend release is not sufficient in the process of policy implementation. In the implementation of the policy, the scope of application of the policy is defined as venues within the system. Due to the lack of compliance with the relevant provisions of the current tax law, corporate venues cannot enjoy the land exemption from property tax and the concession of urban land utilization taxes. In recent years, the reform of price and standards of resource charging have undergone major changes. In many cities, water prices and natural gas prices are no longer subdivided into industrial and commercial standards, making the implementation of

Document 46 lost the basis in local governance policy [14].

2.1.2. Laws and Regulations Need to Be Improved

Sound laws and regulations are the effective way to regulate enterprise behavior and promote healthy development of fitness and leisure industry market. At present, the legal system related to China's fitness and leisure industry lacks scientific, systematic and comprehensive characteristics, which is not consistent with the goal of high-quality development of China's fitness and leisure industry. For example, some scholars [15] have discussed and studied the prepaid consumption model widely used in China's fitness and leisure industry, which has caused increasingly serious social problems such as some phenomenon of operators' "running away", consumers' difficulty in protecting their rights and mandatory renewal of the card. It can be seen that there is a legal deficiency in prepaid consumption in China's fitness and leisure industry. Secondly, China's fitness and leisure industry lacks relevant laws and regulations on the operation behavior of sports social organizations. Sports social organizations are small in scale, limited in capital and weak in self-development ability, so they should be given certain legal and policy preference.

2.1.3. Shortage of High-quality Talents

In order to improve the physical fitness of the people and improve the quality of life of residents, the state has issued a series of policies such as "Healthy China 2030" Program Outline. These policies not only accelerate the development of sports industry, but also put forward talents training plans such as "sport-medical compound" and "social - sports compound". On the one hand, the rapid development of The Times has put forward higher requirements for professionals in fitness and leisure. They should not only have professional sports knowledge, but also have certain knowledge and ability in medicine, management and organization. On the other hand, sports practitioners should not only practice themselves, but also guide others to practice, guide the public to prevent sports injuries in the process of fitness and leisure, and give full play to the value of sports in promoting physical health, preventing diseases and improving psychological conditions. Some scholars [6] believe that at present, sports management talents trained by sports colleges and universities lack practical experience generally, and fitness instructors lack professional knowledge, which can not meet the diversified needs of fitness consumers, resulting in a lack of momentum for the development of fitness and leisure industry and unsatisfactory overall quality. The development of high-quality talents in fitness and leisure does not match the current demand for high-quality and diversified fitness and leisure sports.

2.2. Enterprise Perspective

2.2.1. The Venture Capital Mechanism Is Not Sound

Sports industry venture capital, originating in the United States after World War II, is a capital operation mode integrating finance, innovation, science and technology

management and sports market [17]. Specifically in the field of fitness and leisure industry, industrial venture investment is an effective way for fitness and leisure enterprises to attract social capital and expand the industrial scale. From the perspective of the whole process of venture investment, the following problems exist in the venture investment of China's fitness and leisure industry:

- (1) Before investment, the information exchange mechanism is not smooth, making investors unable to timely communicate with venture enterprises and unable to apply their resources and management advantages to appropriate enterprises, resulting in blind investment and investment failure.
- (2) Single investment operation subject. China's current sports industry venture capital operation is still too dependent on the state [18]. The government still occupies a dominant position in terms of input and operation. On the one hand, enterprises will rely too much on the government and thus reduce the market activity. On the other hand, the investment risks are mainly borne by the government, so it will be difficult to establish an effective supervision mechanism for investment risks in the sports industry.
- (3) The exit mechanism is not perfect. The withdrawal mechanism of venture capital in fitness and leisure industry refers to the mechanism by which venture capital institutions transform the invested capital from equity form to capital form, i.e. realization, after the venture enterprises in fitness and leisure industry in which they invest are relatively mature, and the related supporting institutional arrangements [9]. Exit mechanism is the core part of venture capital process, and also an important factor of capital generation and accumulation. At present, the main exit mechanism includes: public listing, merger and acquisition, management repurchase, bankruptcy liquidation. For China's fitness and leisure industry, which has just stepped into the sports market economy, neither the publicly listed securities market nor the private equity capital market can meet the needs of venture investment withdrawal in the fitness and leisure industry in terms of scale, liquidity, reliability, action cost and efficiency [19]. It is difficult to guarantee the success of venture capital if the withdrawal mechanism is not perfect.

2.2.2. Enterprise Service Supply Needs to Be Optimized

At present, the type of sports consumption of Chinese residents is changing from physical consumption to ornamental and participation consumption, and the consumption demand of residents is the production orientation of fitness and leisure products. On the one hand, people increasingly diversified demand for fitness leisure products enterprises put forward higher request, but the homogeneity phenomenon is serious in the supply of fitness leisure products from enterprise, now on the market many kinds of running software, for example, although the name is different, but the same in service content, page design, although the supply

quantity is rich, but also has the problem of overall supply quality products is not high. In recent years, China has issued the development policies of ice and snow sports and water sports and other sports industries, especially with the successful bid for the 2022 Beijing Winter Olympic Games, ice and snow sports are becoming more and more popular among the public. The Development Plan for Ice and Snow Sports (2016-2025) [20] points out that the ice and snow industry has problems such as small scale and insufficient effective supply. On the other hand, at present, residents' demand for sports and forms of sports activities are showing a trend of diversified development. In particular, the impact of the 2020 Novel coronavirus pneumonia has shifted residents' fitness and leisure from offline to online, and "Internet + sports" has become the main front for residents' fitness and leisure. How to better integrate science and technology with sports to enrich residents' fitness and leisure projects? How to rely on the Internet, Internet of things, big data, cloud computing and other new digital technologies to develop new forms of residential leisure construction? These are all questions worthy of further discussion.

2.3. Sports Consumer Perspective

2.3.1. The Proportion of Sports Population Is Low

The proportion of sports population refers to the proportion of people who regularly participate in sports in a certain period of time. With the development of economy and the implementation of the policy, sports population in China present a rising trend, but the proportion of sports population is relatively low, and there is still a big gap between the developed country, by 2018, sports population in China is 34%, compared with 70% in America there are still a considerable gap [21]. Take the fitness industry as an example. Since 2000, China's fitness clubs have developed rapidly. By the end of 2018, the number of fitness clubs in China has reached 46,050, making China the country with the largest number of fitness clubs in the world [22]. Despite the rapid development of fitness clubs, the proportion of fitness population in China is relatively low. According to the 2019-2020 China's Gym Market Development White Paper [23], the population ratio of fitness in 18 major Chinese cities is only 3.9%, compared with 20.3% in America still has considerable capacity for growth, and the resources, the uneven distribution of population, the fitness club concentration distribution in the first-tier cities, in the majority with Beijing, Shanghai, Guangzhou and Shenzhen. China has a huge population base, sports population has huge potential of development, how to steadily increase the proportion of China's sports population and further promote the optimization of sports resource structure allocation are worth further discussion.

2.3.2. Backward Consumption Consciousness

Although the per capita disposable income of residents is increasing, there is still a gap compare the sports consumption consciousness of residents with the level of developed countries. Whether people participate in sports is easily

affected by other factors, and there is a certain phenomenon of blind conformity, that is, there is no stable personal preference for sports and no long-term exercise plan, but just follow the choice of the majority of people to decide whether to participate in sports. In terms of the choice of sports items, they tend to run, climb, ride and other traditional low-consumption items, while they basically hold a wait-and-see attitude to some emerging high-cost items such as skiing and gym. Relevant data show that the per capita consumption level of sports and leisure products and services in China is about \$100, while that in the world is about \$200, and that in developed countries in Europe and the United States is about \$500-600 [20]. The concept of "spending money to buy health" has yet to be popularized.

3. Causes of the Problem

3.1. Absence of Government Functions

As a sunrise and green industry, China's fitness and leisure industry occupies an important position in China's industrial structure. The current development status of China's fitness and leisure industry is as follows: It is faced with common problems such as insufficient capital and backward operation and management mode in the industrial take-off stage, and there are institutional obstacles restricting growth in the process of industrial development, such as the industrial operation mechanism is not in line with the current situation of market economy. This determines the important responsibilities of the Chinese government in the development of the fitness and leisure industry. But there are the phenomenon of absence of functions in the process of fulfilling responsibilities such as the government is formulating medium and long term planning for the development of the fitness and leisure industry and guiding the development direction of the fitness and leisure industry. Formulating and supervising the implementation of laws and regulations and relevant standards in various aspects of the fitness and leisure industry, coordinating the responsibility relationship and promoting cooperation among various departments and industries, etc.. The absence of the government in the process of fulfilling its duties is an important reason that restricts the development of China's fitness and leisure industry.

3.2. The Impact of the School's Talent Cultivation System

On the one hand, the policy of quality-oriented education is not implemented properly. Since the promulgations of the "Decision on Deepening education Reform and Comprehensively Promoting Quality Education", all parts of the country have responded quickly, and the status of school physical education has been strengthened and improved to a certain extent, but it still with only marginal success, many schools only take it as an indicator to complete, can not fully implement the spirit of quality education. The current situation of China's social development decides to increase the demand for sports compound talents, and the traditional

thought of "emphasizing cultural courses and light physical education" is deeply rooted in Chinese schools, resulting in a shortage of sports compound talents. On the other hand, the lack of innovative talents training in colleges and universities. As the integration of fitness and leisure industry continues to strengthen, and "Internet +" and "sports +" promote the emergence of new forms of business, sports pension, sports tourism, sports media and other forms of business continue to emerge. The cultivation of sports talents in colleges and universities is only limited in the scope of sports and lack of industrial talent thinking, which makes the shortage of supply of high-quality talents.

3.3. Immature Enterprise Operation and Management Mechanism

At present, the problems existing in the enterprise level, such as the imperfect venture investment mechanism and service supply to be optimized, are the result of the immature operation and management mechanism of the enterprise. The specific performance is unreasonable personnel arrangement and lack of innovation in production and operation. For example, the unreasonable personnel arrangement is manifested in the uneven quality of the managers involved in venture investment, blindly pursuing high benefits and not having a deep understanding of the fitness and leisure industry, which leads to subjectivity and one-sidedness in the formulation of venture investment strategies. Innovation is the core of the new age fitness leisure enterprise development momentum, the emergence of new technology create new requirements of fitness leisure for people, many enterprises still walked past the way of traditional development, without flattening reform in enterprise organization form, lack of innovation in products and services is the cause of problems in enterprise operation and management.

3.4. Polarization of Income Distribution

In addition to the influence of leisure time, the factors that affect the motivation of fitness and leisure consumption of Chinese residents are whether "has money".

Since reform and opening up, China has made great achievements in all fields. The Chinese nation has stood up, become rich and become strong. The per capita income level keeps rising. In 2020, the per capita disposable income of national residents is 32,189 YUAN [25]. That's more than double the level of 2010. But there is still the problem of polarization in income distribution. According to the Gini coefficient released by the National Bureau of Statistics, in the recent 10 years, the Gini coefficient of national household income has been hovering around 0.47 [26], which is generally considered to be over 0.4 as the international warning line, indicating a large gap between the rich and the poor. Fitness and leisure depend on the middle class, but the uneven income distribution leads to a large gap between the rich and the poor, which makes the consumer base smaller and the overall level of fitness and leisure consumption of residents will be low.

3.5. Traditional Ideas Are Deeply Rooted

The development process of sports industry in developed countries shows that: when a country's per capita GDP exceeds 5000 DOLLARS, sports and leisure industry will usher in a blowout development; In 2015, China's per capita GDP reached about \$8,000 [27]. However, per capita sports consumption level is far lower than developed countries in Europe and the United States. Lack of consumer demand will hinder the upgrading of industrial structure, and consumer demand is closely related to the concept of residents' leisure and fitness. The traditional concept of "health is health without disease" runs counter to the mainstream fitness and leisure idea of "treatment before illness" advocated in China. Some scholars [28] believe that it is influenced by different development stages of Chinese society and traditional leisure concepts are deeply rooted. At the present stage, many people's consumption of fitness and leisure consumption is spontaneous, lacking scientific and reasonable guidance, and more people still spend their spare time on friends' parties and other activities which resulting in leisure and fitness has not become the mainstream consumption form of the masses.

4. Future Development Strategies of China's Fitness and Leisure Industry

It is found that the causes of the problems in the field of fitness and leisure in China are closely related to the behaviors of these three main interests. Therefore, in view of the problems existing in China's fitness and leisure industry, the following solutions are proposed from the three main levels of the country, enterprises and sports consumers:

4.1. National Level

4.1.1. Improve the System of Laws and Regulations

In view of the current situation of lack of relevant laws and unclear responsibility subjects in China's fitness and leisure industry, relevant laws and regulations should be established and improved. Compared with the development of leisure sports in developed countries, China's fitness and leisure industry started late, and the problems of imperfect laws and regulations are particularly prominent. Therefore, laws and regulations should be constantly reformed and improved according to the development status of the fitness and leisure industry and adapt to the industrial development mode of the new era. We should not only provide macro direction, but also strengthen micro guidance. The formulation of laws and regulations should include both inside and outside of the industry, and should run through the business behavior from beginning to end and be targeted. For example, in view of the current fitness club "prepaid consumption" problem to implement the "7-day cooling-off period fitness card". Legislation in the new era should be in line with the concept of "people-oriented" and "people-centered", complement reform and conform to the new development situation [28], and improve the government's support through the formulation of

sound laws and regulations system, so as to improve the driving force of industrial development.

4.1.2. Improve the Support Policies for Venture Capital

As a sunrise industry, fitness and leisure industry attracts the attention of many investors and has become a new economic growth point in China. The implementation of venture capital can promote the optimal allocation of sports resources effectively and achieve the efficient expansion of sports market. In the process of venture capital operation in sports industry, venture investors, capital owners, venture capital institutions and government play different roles. The main role of the government is to promote the development of industrial venture capital by formulating policies favorable to venture capital [29]. The relevant legislatures of the state can standardize and further expand the risk investment market of the fitness and leisure industry by expanding the source channels of funds, constructing perfect organization forms and providing smooth exit channels for the venture investment of the fitness and leisure industry. In addition, in the face of major public health emergencies, the government should do a good job in overall coordination and prevention and response strategies. For example, in early 2020, the outbreak of novel coronavirus outbreak had a significant impact on the venture capital industry, and the venture capital activity of sports companies also decreased significantly [30]. Relevant government departments should fully play a coordinating and guiding role in the early warning, response and post-event assistance when public health emergencies occur.

4.1.3. Optimize the Structure of High-Level Sports Administrative Departments

First of all, optimize the organizational structure of the government, clarify the relationship between national sports-related departments, industries and non-governmental organizations, clarify the scope of responsibility of each department, and truly realize the efficiency, democratization and rationalization of government affairs. We should establish a pattern of industrial development in which the government and society play a leading role, and avoid confusion in market management caused by the absence of functions.

Secondly, governments should determine the development focus of the fitness and leisure industry in this region, and formulate the medium and long term planning for the development of the fitness and leisure industry in this region according to the economic development status, industrial development status and actual needs of each region and on the premise of not violating the main line of industrial development. It is necessary to ensure the coordination between the fitness and leisure industry and the regional economic development, strengthen the scientific research of the fitness and leisure industry in this region and establish the evaluation system of the fitness and leisure industry in this region.

Finally, we will thoroughly implement the reform of "delegating power to lower levels of regulation and services". By streamlining administration and delegating power to lower-level governments, we will lower the threshold for

market access, empower the market with more regulatory power, promote fair competition, and energize the market, so as to constantly improve the service level of enterprises and create a convenient and healthy industrial market environment.

4.2. Enterprise Level

4.2.1. Improve Quality Supervision and Increase Effective Supply

First of all, enterprises should improve quality supervision of product constantly in the production of leisure products, ensure product quality and safety, and avoid safety problems in the use of consumers. With the continuous improvement of science and technology, enterprises should adhere to innovation and development, strengthen the development of intelligent sports products, so that more people can enjoy the benefits brought by high-tech, but also effectively avoid the problem of product homogeneity, reduce the "a sense of burnout" of consumer, so as to increase consumers' demand. With the constant improvement of the residents income in rural, as well as the positive trend of sports leisure town development rapidly in recent years, the enterprise should fully tap the rural fitness leisure market, adjust measures to local conditions, make full use of local resources endowment, build rural sports tourism and sports characteristic town, provide special services, attract more leisure fitness enthusiasts, pull the local consumption level.

Secondly, the supply of fitness and leisure services should be guided by consumer demand. Enterprises should increase investment appropriately in the construction of sports venues and explore channels for rebroadcasting events. By improving the public service system constantly of sports and fitness, they can meet people's demand for fitness and leisure and fully release the economic effect of the new business form of fitness and leisure.

Finally, enterprises should pay attention to the effective use of sports compound talents, through docking sports colleges and universities, and the implementation of directional training, to ensure high-quality talent supply channels, and constantly improve the professional and innovative level of enterprises.

4.2.2. Stick to the Bottom Line and Operate in Good Faith

In the process of production and operation, enterprises ignore the requirements of business ethics and shirk their social responsibilities for their own economic interests, which is considered as corporate moral hazard behavior [31]. Some scholars have found that corporate marketing ethics from the perspective of consumers are composed of integrity, promotion, social responsibility and fair competition, among which the ethical behavior of integrity is more concerned [32]. Establish a complete enterprise integrity file, gradually improve the evaluation, inquiry and service system of enterprise integrity, guide enterprises to establish "brand awareness", standardize the business behavior of fitness and leisure enterprises. Strengthen the punishment of enterprises' faithless behavior, especially the protection of consumer

privacy. Now, many fitness and leisure enterprises use the Internet to explore a new marketing model combining online and offline, and acquire consumers' consumption tendency through big data. In order to better provide personalized services, they should pay attention to the protection of consumer privacy. Good faith management is very important for the development of an enterprise. Only by keeping the bottom line and good faith management can we stand out in the fierce market competition and purify the fitness and leisure market environment and make it develop in a healthy direction.

4.2.3. Innovation and Integrated Development

In recent years, the trend of "leisure, personalized and diversified" sports consumption of Chinese residents determines that China's fitness and leisure industry is bound to carry out in-depth industrial integration to meet these new consumer needs. From a global perspective, industrial convergence shows an accelerated and universal trend [33]. On the one hand, enterprises should strengthen their own internal innovation. Through sports project innovation, business model innovation, improve service quality and fitness and leisure products innovation to meet the needs of consumers. Personalized fitness and leisure programs are designed for different groups, such as the elderly, children, women, etc., and to research the intelligent stadium systems and various intelligent wearable devices, so as to improve the technological level of enterprise services continuously. On the other hand, through the integration with other industries, to provide consumers with personalized and diversified services. For example, which popular at present are sports tourism, sports competition performance and sports pension.

4.3. Sports Consumer Level

4.3.1. Establish a Reasonable View of Sports Consumption

Positive and healthy consumption concept can make consumers obtain satisfactory consumption effect. First of all, consumers need to change the original concept that fitness and leisure is a kind of welfare, establish a positive concept of consumption. Second, consumers need to define what constitutes rational consumption. We should keep consumption capacity in line with actual demand and avoid blind and excessive consumption. Arrange consumption structure according to own actual situation. Finally, consumers should establish a long-term and stable fitness and leisure consumption plan. Reasonable selection of sports consumption content and way to plan and arrange, to achieve health investment, improve life quality and self-development, etc. [34].

4.3.2. Raise Legal Awareness

Due to the late start of China's fitness and leisure industry, the legal system is not perfect. As a vulnerable group, consumers are in a vulnerable position in sports consumption behavior. For example, in recent years, the phenomenon of "running away" in gyms has been popping up a lot. Consumers sign up for the card in advance and the gym closes without informing members because of poor management.

The vast majority of consumers chose to swallow their anger. The lack of transparent consumption information and weak legal awareness not only encourages relevant enterprises to violate laws and regulations, but also damages the rights and interests of consumers. Therefore, consumers should improve legal awareness, when necessary, take up legal weapons to safeguard their legitimate rights and interests.

4.3.3. Improve the Awareness of Fitness and Leisure

The improvement of residents' fitness and leisure consciousness needs the joint efforts of all aspects of the whole society. First of all, strengthening the publicity of news media, and promoting fitness and leisure sports through microblog, wechat and other communication tools as well as We media software such as Douyin and Kuaishou. Give play to the effect of stars, sports stars should promote fitness and leisure, through recording fitness videos or popularizing fitness knowledge and other forms to drive more people to participate in fitness and leisure sports to forming a social atmosphere for national fitness. Secondly, encourage the development of folk fitness and leisure organizations, and hold more fitness and leisure activities and competitions that residents like to see, so that people can enjoy themselves mentally and physically in leisure sports, so as to promote the improvement of their fitness awareness.

5. Conclusion

To sum up, in view of the main problems existing in the field of fitness and leisure industry in China, the research believes that the following improvements can be made from the level of the three main interests of the fitness and leisure industry: at the national level, the system of laws and regulations should be improved to regulate industrial operation behavior and create a healthy market environment; In view of the outstanding problem of the absence of venture investment policy, further strengthen the support of venture investment policy; We will improve the political superstructure, clarify the responsibilities and relationships of various departments and industries, and improve the efficiency of market. Enterprises: improving the quality supervision, adhere to demand-oriented to improve effective supply; Enterprise operation and management should be based on good faith; Adhere to the core position of innovation in the development of enterprises, and actively explore the integration of development with other industries actively, enhancing the vitality of the development of fitness and leisure industry. At the level of sports consumers, as the main body of fitness and leisure, establishing a reasonable view of sports consumption plays a vital role in industrial development. Improving the legal consciousness of sports consumers is of positive significance to standardizing the business behavior of enterprises. As an important carrier for people to participate in sports activities, fitness and leisure play a positive role in promoting people's health, enhancing happiness and improving life quality. Today, with the rapid development of digital economy, how to promote the

high-quality development of fitness and leisure industry through the platform of "Internet +" and fully release its social and economic benefits, so as to adapt to the advent of the digital era is the main direction of research in the future.

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