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# Research on the Path of the Development of Intelligent Sports Parks under the Vision of Improving the People's Fitness Needs in the New Era

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## Abstract

Socialism with Chinese characteristics has entered a new era. The main contradictions in our society have been transformed into contradictions between the people's growing needs for a better life and the development of inadequate imbalances. People's fitness needs have also increased, and the construction of intelligent sports parks can directly alleviate such contradictions. This paper studies the transformation of social contradictions in the new era, the needs of the nation's fitness, the role of sports parks, and the significance of intelligent sports park construction. The aim is to find a more scientific and rational development path for smart sports parks.

## Keywords

New era construction demand intelligent sports park.

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## 1. Introduction

Based on the new historical orientation of the new era, the 19th National Congress of the Communist Party of China proposed that historical changes have taken place in the main contradictions of our society: "The main contradictions in our society have been transformed into the growing needs of the people and the development of unbalanced and inadequate development. contradiction". Reflected in the field of sports, it is the contradiction between the people's higher level, higher quality, more diversified sports needs and the lack of actual supply. Xi Jinping's "people-centered" concept of sports development responded to the historical changes in the main contradictions of the new era society, clarified the value pursuit of sports development in the new era, answered the major theoretical and practical issues of sports reform and development, and planned for Promoting the development of sports in the new era has provided a path to follow; it has demonstrated the great governance for the people and the people-oriented feelings, and has built up consensus and strength for the construction of a new era of sports power, with great value of the times, practical value and ideological value. After the development of socialist sports with Chinese characteristics enters a new era, it responds to the needs of the times and must follow the guiding ideology of solving the problems of the times.

## 2. The transformation of social contradictions and the implementation of the national fitness policy under the background of the new era

General Secretary Xi Jinping put the value goal of "meeting the people's demand for sports and health" to the first place, further clarifying that the fundamental purpose of sports development is for the people, thus promoting the overall layout, system design and strategic measures of the new era of sports work. The practice and deployment have focused on the pursuit of the fundamental value of

"people-centered", and have found a way out and a good way to resolve the outstanding contradictions of the current sports development. The report of the 19th National Congress of the Communist Party of China clearly declared that socialism with Chinese characteristics has entered a new era, and clearly stated that "the extensive national fitness campaign should be carried out to accelerate the construction of a strong country in sports." As a comprehensive development undertaking related to national health, economic construction, social and ecological development and meeting the "people's demand for a better life", the national fitness should better fulfill the mission and responsibility of the new era of socialism with Chinese characteristics.

### **3. The role of sports parks in meeting the needs of the people's fitness and promoting the development of the sports industry**

The sports park has become the concrete practice of the structural reform of the supply side of the sports industry and is an important starting point for China to promote economic transformation and upgrading. With the economic and social development of China and the improvement of people's sports consumption level, the development of the sports industry has gradually transformed from scale expansion to quality improvement. The creation of a sports park is in line with the people's need for a better life, as well as the inherent needs of the sports industry and the promotion of economic development. To build a sports park, it is necessary to closely focus on the "soft value" of the region. What is more important is to pay attention to cultural factors, base on human genes, and dig deep into human resources. From sports project selection, sports product supply to sports facilities, "Based on the industry and highlighting the characteristics." The ultimate goal of creating a sports park is to create new spaces, create a sense of life and meet the people's needs for a better life. The main body of the sports park is people. The starting point and the foothold of the creation are also for people. It is necessary to create a leisure atmosphere of suitable, livable and suitable travel through modern wisdom and technology and rich living service facilities to provide a high quality for the people. Working and living and recreational platforms, such sports parks have a sense of belonging and attraction.

### **4. The practical significance of the construction of intelligent sports park**

#### **4.1 Conducive to the integration of sports industry resources and cross-border integration**

Resource integration is a process in which an organization acquires effective resources and capacity. It does not directly generate economic value. It needs to be placed in specific production and operation activities. It can exert its economic value through rational use and effective integration with other resources. Or social value. The "Opinions on Accelerating the Development of Sports Industry to Promote Sports Consumption" issued by the State Council clearly pointed out that promoting the integration of sports industry and other industries, extending the sports industry chain, and actively expanding the format. Intelligent Sports Park is a new model of sports resources integration such as "sports + tourism", "sports + health care", "sports + education", "sports + culture", and is the best example of industrial integration. The intelligent sports park caters to the development requirements of the sports industry, embodies the concept of "big sports", innovative investment methods and optimization of sports resource allocation, and promotes resource integration and cross-border integration. In the process of building an intelligent sports park, government, enterprises and other actors can effectively generate new resources, reduce resource acquisition costs and improve operational efficiency through effective integration of talent, land, capital, technology, information and other resources. Along with the continuous deepening of sports reform and the gradual release of the national policy dividend, a large amount of capital continues to surge in the sports industry. Especially under the "Internet +" intelligent technological driving force, the sports industry will cross-border integration with related industries. Constantly generate new forms of business.

#### **4.2 Conducive to the reform of the supply side of the sports industry**

The construction of an intelligent sports park is an innovation of the government in the sports industry policy. It is a concrete practice for implementing the reform of the supply side of the sports industry, and provides a new model for the transformation and upgrading of the sports industry and structural adjustment. At present, the overall scale of China's sports industry is still small, and the industrial layout and structure are not reasonable enough to resolve the contradiction between the growing sports demand of the people and the development of the sports industry with insufficient imbalance. During the "Thirteenth Five-Year Plan" period, solving the supply and demand problems of the sports industry and optimizing the industrial structure have become the internal demands of the reform of the supply side of the sports industry under the background of the new normal economy. The supply side reform of the sports industry starts from the supply end of the sports industry. In the aspects of systems, mechanisms and technologies, the reforms are used to optimize and adjust the structure of the sports industry, improve the total factor productivity of the sports industry, reduce the inefficient supply and expand the effective Supply, to optimize the allocation of sports resources. At the institutional level, national and local governments have successively introduced planning and land policies, fiscal and financial policies, tax and price policies, innovation-driven and intangible asset development and protection policies, talent and employment policies, and fitness consumption policies for the construction of intelligent sports parks. And other related policies, with effective system supply to promote the transformation and upgrading of the sports industry. In terms of mechanism, the development of intelligent sports parks adheres to the principle of "simple administration, decentralization, integration, and optimization of services", correctly handles the relationship between the government and the market, exerts the guiding role of the government, introduces market mechanisms, and stimulates market vitality and innovation. The institutional mechanism of industrial development. At the same time, the creation of an intelligent sports park also builds a guarantee mechanism for everyone's sharing, emphasizing that the development of the sports industry depends on the people and the development results benefit the people. On the technical level, the creation of intelligent sports parks is based on reform and innovation. Taking "Internet + sports" as an opportunity, it emphasizes the integration of sports resources and cross-border integration of industries, promotes the marketization of production factors, and promotes the formation of government and social organizations. , the market and other multi-participating governance patterns.

#### **4.3 Conducive to promoting healthy China's construction**

The "Healthy China Strategy" is an important part of China's basic development strategy and a sublimation of the concept of national governance and development goals. The rise of a healthy China to a national strategy is of great significance for enhancing the country's comprehensive strength, people's livelihood, and economic and social development. National Fitness is the strategic foundation for the construction of a healthy China, with its front-end needs and strong support, and is also the basic guarantee for all people to enhance their physical and happy lives. The "Healthy China 2030" Planning Outline issued and implemented by the State Council on October 25, 2016 clearly states that we must adhere to the people-centered development thinking and play a national health fitness promotion in the promotion of health from the perspective of "great health". The positive role, at the same time, also pointed out that we must improve the public health service system for the whole people, extensively carry out the national fitness campaign, and guide the social forces to actively participate in the fitness and leisure sports industry. The "13th Five-Year Plan" outlines the concrete deployment of promoting the construction of healthy China, and proposes to carry out extensive national fitness activities and implement the national fitness strategy. Under the national strategic background of national fitness and healthy China, sports and health, tourism, culture and other elements will be intertwined and will become an indispensable part of people's life. Fitness and leisure will become a new bright spot in the health industry, and the sports industry will also It has become an important force to promote the transformation and upgrading of China's economy. In the new era, the creation of an intelligent sports park can promote the fitness of the whole nation,

consciously internalize into people's conscious actions and form a good fitness lifestyle, which conforms to the specific requirements of the healthy China strategy and the national fitness strategy. The Intelligent Sports Park is an excellent carrier for the development of a healthy industry. It is an important part of building a "healthy China". Its specialty lies in "sports" and its vitality lies in "industry". The core element of the intelligent sports park is the sports industry. To build an intelligent sports park, it is necessary to establish a "big health" concept, to identify and highlight the characteristics of the sports industry, and to choose a differentiated cross-border integration path for the sports industry.

## **5. The development path of the new era intelligent sports park**

### **5.1 Promote the innovation and development of intelligent sports parks by using the "Internet + National Fitness" smart platform**

Change the traditional national fitness development methods and service methods, explore the new development and service model of "Internet +", and strive to broaden the channels and participation channels of the national fitness information service. The multimedia, perceptual, connectivity and portability characteristics of Internet and electronic mobile terminals provide the possibility of effective real-time push of information and interactive participation of "online" and "offline", satisfying the equality of different social groups. The purpose and power of opening, sharing and mutual assistance to participate in the national fitness activities provide a development platform for the independent establishment, self-coordination, autonomous management and external supervision of intelligent sports parks. Under the background of "Internet +" action plan and big data strategy, through the establishment of a national fitness smart platform, it can effectively activate the national fitness related resources and promote the optimal allocation of resources; around the national fitness social organization, venue facilities, event arrangements, scientific fitness guidance, Volunteer services and other content provide real-time information integration and push to promote the socialization, living, scientific and personalized of the national fitness; through the function of the intelligent sports park national fitness wisdom platform, expand the space content of the national fitness activities, break the traditional way of activities Innovative work mode, improve people's adherence; use big data technology to promote the governance and supervision of intelligent sports parks from simple and extensive to scientific decision-making through trend forecasting, hotspot detection and correlation analysis, and improve the satisfaction of target groups of policy implementation Form a benign ecological policy environment.

### **5.2 Forming industrial agglomeration and promoting industrial integration around sports parks**

Intelligent Sports Park is a large-scale comprehensive project integrating sports, tourism, health and culture. The core form is industrial agglomeration and cross-border integration. In the process of cultivating, it is necessary to adapt to local conditions, around sports parks, using the Internet as a means to promote technological innovation and Multiple cross-border integration. First, combine the reality and take the path of differentiated sports industry development. In the selection of sports industry projects, intelligent sports parks should fully consider resource conditions, regional advantages, industrial bases and population structure, adapt to local conditions, establish a dominant direction, and integrate factor resources accordingly to provide supporting policy support for the long-term sustainable development of sports parks. The core element of building an intelligent sports park is to develop the sports industry, taking the sports projects with industrial potential as the carrier and taking the path of differentiated sports industry development. The intelligent sports park should not only be based on "sports" but also highlight the "characteristics". This requires subdividing the sports market and improving the competitiveness of the industry by providing differentiated sports products and sports special services. Second, around the sports industry, industrial agglomerations are formed with new ideas, new carriers and new mechanisms. The intelligent sports park should form the ecological chain of the sports service industry by establishing the concept of "green, innovative and

open”, and gather high-end elements to enhance the sports industry. Third, the Internet is the main means to promote the cross-border integration of the sports industry. China's sports industry is taking people to the golden period of development. The power of cross-border integration is a new impetus for the development of the current sports industry. The future development of the sports industry will be carried out by means of a cross-border and operational integration of investment. The boundaries are no longer so clear. Industrial integration strengthens the cooperative relationship between the sports industry and other industries such as tourism, avoids fragmentation of departmental management, reduces barriers to entry and interests between industries, and thus effectively reduces market transaction costs. To build an intelligent sports park, we must establish a fusion concept and promote the integration of sports parks with tourism, real estate, culture, health, education, finance, and old-age industries with the concept of “Internet + sports” to form a new format. In the context of “Internet + Sports”, the future leisure sports industry will make full use of the technological advantages of the Internet to achieve structural optimization, technological innovation, and multi-border integration.

### **5.3 Establish a green concept, improve the ecological environment and create a suitable sports environment**

The construction of intelligent sports parks should establish a green development concept, implement sustainable development ideas, improve the ecological environment, provide convenient and complete facilities and services, and create a beautiful environment of harmony and livability. First, the construction of intelligent sports parks should inject “ecological” elements. A good ecological environment is the precondition and internal requirement for the creation of a sports park. It is also the most inclusive benefit of the people. We must establish a green development concept, implement the idea of sustainable development, and improve the ecological environment. In the process of construction, we must adhere to the guidance of ecology. Good planning guidance and policy support should follow the development principles of production, living and ecological “three-state integration” in terms of renewable energy utilization, land development, landscaping, energy-saving renovation, and three-waste treatment. Second, increase environmental remediation efforts and protect the ecological environment. Whether in the national policy level or in the local construction process, the construction of intelligent sports parks emphasizes the green concept, and ecological environmental protection is a basic principle. In the application assessment of the Intelligent Sports Park, if it is found that there is serious damage to the ecology and polluted environment, it is necessary to exercise a one-vote veto. At the same time, we must also play the role of public opinion supervision of the news media, publicize advanced typical cases, raise the awareness of environmental protection among the public, and form a good atmosphere for ecological creation. The construction of intelligent sports parks should take the improvement of people's livelihood and improve the quality of life of residents as an important goal. Dealing with the relationship between people, people and society, and between people and nature, not only the pursuit of economic benefits, but also the social and environmental benefits. Third, people-oriented, to create a livable community living environment.

## **6. Conclusion**

The logical logic of the construction of intelligent sports parks is to create a sense of psychological destiny and create a complete community life system of good work, life, leisure, study and daily consumption. Accelerate the improvement of supporting facilities, focusing on upgrading information networks, parking lots, and water and power pipe networks. Increase publicity, create a good atmosphere for everyone to participate in construction, enhance people's sense of belonging, and guide consciously participate in the construction of sports and intelligent sports parks.

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