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Keywords: internet +; sharing economy; sports industry.

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Study on Sports Industrial Share Economy in the Era 'Internet Plus'

Qian Yang [α], Ying Liu [σ], Xiping Yin [ρ], Huaping Wang [ω], Miao Guo [¥] & Bing Zhang [§]

Abstract- "Internet +" and "sharing economy" as a cutting edge, the hottest in the two kinds of development model, for the development of Chinese sports industry is relatively stable, progress and breakthrough in terms of the status quo of small, is undoubtedly a good opportunity. Combining both advantages, seize the opportunity to improve the process of sports development, China is now the key to the development of Chinese sports. This article is based on "Internet +", "sharing economy" and the relationship of sports industry, construct a new framework for the development of sports industry. First of all, from the perspective of the relationship between, it is pointed out that making full use of taobao, pay treasure, all kinds of online payment platform, weibo, We Chat, sohu and other micro culture, build Internet + sports apparel, sports services, sports fitness equipment, sporting events, such as development pattern, can trigger the birth of the new energy, new power sports development; And "the integration of sharing economy", make the sports industry development from product research and development, through product sales to consumers' hands, and realize the sharing between different brand, to avoid the development gap, because of the competition for the present development of Chinese sports to create a new development environment, finally achieve common development of sports industry whole industry, comprehensively promotes the prosperity of.

Keywords: *internet +; sharing economy; sports industry.*

I. Introduction

The development of China's sports industry has been in a relatively stable state, no major progress and breakthrough, the traditional development mode, in today's rapid economic development, the development model will be eliminated by the society. Right now, "Internet +" and "sharing economy" is a very frontier development pattern, in order to promote the development of China's sports better, faster, must be considered when building a new development model to the two development model. There are many for the "Internet +" study [1]. Zheng Zhilai first talk about the commercial bank profits in the application of this concept, and its application is analyzed emphatically from the Angle of retailing, pointed out that in the development of financial industry, the expanded the business scope of the participation of the Internet, make consumers from more channels to understand commercial products [2,3]. What teacher yuan, from the perspective of the real economy, analyzes in the development of the real economy, the relationship between finance and network size, pointed out that in order to adapt to the pace of global economic development, the two are inseparable [4,5]. The root of education is the power, rich countries. Development must take up the education. Wang Zhu instant people pointed out that "Internet +" is a breakthrough in the education reform, and from the application of smart phones, puts forward the development of education teaching is a kind of new ideas, new methods and new approaches [6,7].

Sharing has a certain economic development history, Zhang Xiaode and others point out that the economic development model for human life, as well as the progress of the whole society is a major reform, if hold good will to create greater wealth for China's economic development. Abroad early rise of the economic development model, Wang Zhen pointed out that China's economic development process, share consciousness is not strong enough, sharing economy is not mature enough, but this model is relatively mature in foreign countries, there are a lot of countries have implemented the share system, had to share ideas, to the development of China's economy will have to draw lessons from foreign advanced ideas, combined with national conditions, development suited to China's national conditions to share economic system [8]. Aiming at the development of undertakings of physical culture and sports, from the "Internet +" and "share of the economy" two aspects, establish a new framework, sports career development provides a new direction for the development of Chinese sports.

II. The New Development Model of Sports

a) *Internet + and sports development*

With the development of social economy, the Internet has become a link connecting relationship. The generation of network will be linked to the social from all walks of life, become a net. For the development of social economy, the progress of human civilization has

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played a certain role in promoting. For the "Internet +" is the concept of age after the 12th National People's Congress proposed a new word, new concept, breaking the traditional understanding of the Internet, at the same time also strengthened the Internet links between the industries. At present, big data, cloud computing has gradually penetrated into all walks of life, the Internet, the Internet of things, such as network industry, to breakthrough development bottleneck, to another new height of development, not only behind closed doors, must unite, learn the advanced computer technology (big data and cloud computing, etc.), draw lessons from its advantages, improve their own development, so as to achieve the goal of all-round development.

In addition, this concept applies not only to the network group, at the same time can also be applied to the modern manufacturing, industrial, agricultural development, develop industry and agriculture, manufacturing, services platform extension to the network, extensive network platform, the development of online goods, finally realize the all-round development of product online, offline.

Sports goods and services is one of the traditional industry, at present, for the development of sports has been in a relatively stable state, there is no greater progress and breakthrough, in today's rapid economic development, the development speed will be eliminated by the society. To this end, to the comprehensive development of sports for sports development to build a new development of ecological environment, "Internet +" provides a new opportunity for the development of sports, we must seize this opportunity to create new sports development pattern.

Contemporary society is a society, the Internet shopping on taobao, we pay by pay treasure, net silver shield, tracking logistics information, etc., via the Internet and microblogging, We Chat, sohu and other micro culture, new rise drops a taxi, a taxi fasts all the rage, provides a great convenience to our lives. The development trend of signal, no matter what kind of products, as long as with the Internet connection is established, its development will certainly have a lot of ascension. Thus, the new Internet industry pattern of the development of traditional industry and mutual assistance, is to adapt to the new social development mode, and the upgrading of traditional industries, stimulate the vitality of traditional industry development, the birth of the new forces, has inestimable influence.

In view of the sports industry, with the Internet a good fit together, which is the rise of Tmall, jingdong shopping platform, is a very good channel. Put the sports goods in online shopping platform, make consumers through the Internet to carry on the sports consumption, can largely promote the sports consumption of the product. That, at present has achieved, but the Internet is not a lot of sports goods, focused on the common sports platform such as Nike, adidas, li ning, and clothes, shoes, bag type of apparel consumer goods, sports fitness, sports equipment kind of goods while also online sales platform, but has not been widely accepted by people, this will require a physical server to do this kind of commodity after-sales service, the consumer feedback timely processing of information, guarantee the authenticity of the goods, for the vast number of consumers to provide a safe and comfortable shopping environment, so as to make full use of the Internet network platform, to build new sports goods online shopping platform.

Thus, the new normal, under the new trend of the social situation in, to this picture perfect on China's economic development, we must coordinate the relationship between the traditional industries and the Internet, organic combine the two, let everybody can entrepreneurship, everyone drives innovation from a development trend has become a normal development, development inevitably. Only in this way can we achieve the rapid development of China's economy, can achieve the goal of surpass international economy, to have the more stable status in the international, enhance China's comprehensive national strength.

Although said the Internet - to achieve the common development of traditional industry is a kind of inevitable trend, but the first thing must be clear, this new development model will not completely replace, also will not overturn the traditional industry development pattern, more is not negative, just in order to meet the needs of the development of modern society, proposed a new development model. This kind of development model combines the advantages of the original development model, to encourage industry and traditional industry and the mutual assistance and common development of the industry, motivate the development of traditional industry, the source of innovation, provide new development opportunity for the development of traditional industry.

The same is true to the development of sports industry. Will be moved to the Internet, sports goods consumption channels are not denied the original entity shop consumption patterns, but widen the channel of the consumer. We can select suitable sports goods through online shopping platform, never leave home can buy their favorite things. Also can through the online sports fitness platform, realize the reservation, select the appropriate time, to avoid the hassles of queuing, save the time. All aspects from the food and clothing live line, implements the sports consumption, which fully shows the arrival of the era of "Internet +" for our life brought great convenience, fully embodies the its advantages.

In today's network development, must support "Internet +" plan, only in this way can achieve various industries balanced, steady progress, reduce the gap between the industry development. As the saying goes, flowers, the same can be said, "Internet +" is not only to achieve "Internet +" and the traditional industry of

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mutual aid, at the same time, it must improve its relationship with the first and second industry, the formation of the new situation of the industry "Internet +", promote the industry's development and progress. This is we support the ultimate goal of "Internet +".

But at the same time, also will derive some unsafe factors, there will be a lot of criminals "gaming", taken advantage of the diddle consumer interest, consumer fraud, this needs us in developing "Internet +" consumer rights and interests safeguard service at the same time. In sports consumption, for example, the Internet has spawned a lot of fake brand of sports goods, and wild speculations, for network virtual barrier, cheat consumers from product quality, price, this not only reduces the credibility of sports goods, at the same time, it is not a long-term solution, money is certainly faces collapse.

Above all, for the "Internet +" this kind of new things, we must take an entirely new state and full of enthusiasm to meet, at the same time ready to maintain their own rights and interests, and to ensure the safety of its own, moment supervision, merchants and promote the successful transformation of the enterprise, comprehensively implement the innovation, the development of new trend.

b) "Sharing economy" relationship with the development of sports

As the name implies, "sharing" is the meaning of sharing, resource sharing is a general concept, through resource sharing can be achieved and the development, and the progress, and promote the purpose. In many industries, has formed the resources, the sharing of data, but the share is still not fully implemented.

Share the economics has been as a discipline into the subject construction. It has its own history, it is the continuous development of the economic process gradually explored, by sharing, to achieve optimization, to maximize the economic benefits of the. Establish sharing economic system is a new way of economic development, a new direction.

Sharing economy in economic products, economic industry chain services, economic data resources, economic capability, talent training, talent sharing, establish a comprehensive system of Shared economy, from product development, production, sales and after sales, to product research and development team construction, to develop, expand, set up a series of substructure of sharing platform.

In view of the sports industry, sports industry to achieve the economic structure of sharing, sharing system construction of sports industry, also want to follow the principle of sharing economic system built from product research and development, the first to realize resource sharing between different brands of sports products, then sold on the market in the process of the sales way of sharing between different brands, ultimately to achieve the sharing of sports commodity prices to avoid competition on wild speculations, optional bounty phenomenon. Only in this way can promote the sports product sales, to maximize interests. But this kind of sharing economy is based on sharing between individuals on the basis of mutual trust, the biggest drawback is the way with the illegal use of share to steal the interests of others, are your own. It threatens not only the overall development of the economic system, and will cause panic among economic consumption. Thus, under the share economic system, the security service system must be in place to maintain share resource security, including the enterprise data information, such as consumer information. This requires that each individual share of the economy has extremely high engagement and safety consciousness, can fully trust each other, not the idea of cockiness.

As early as in the agricultural society formed, sharing economy existed, has deep roots. In Britain's iron and steel enterprises, the part of the company, part of the Japanese manufacturers also uses the sharing mechanism, is the economic system in China is not very mature. But with the development of economy, the requirements for the increase of the points to economic system will gradually become a trend. Because, only the development of the economy as a whole system to promote the development of the national economy, is not only a company, industry developed, the whole national economy will improve, the industry's overall progress to represent economic progress and economic development in the existence of "the gap between rich and poor" not conducive to the development of economy, is a kind of phenomenon must be avoided.

In a share in the economic construction of sports industry, also must pay attention to avoid the existence of the economic development gap between different industries, close the gap and achieve the goal of common development, mutual between the sports industries, steady development. This is the sports the most ideal state of economic development.

c) Construction of sports new development pattern

Based on the "Internet +" and "sharing economy", to create a new mode of development of sports is the new development direction of the sports industry at present. "Internet +" is one of the most preface development plan, and "share economy" is a kind of advanced development pattern, therefore in both, on the basis of building a new sports development framework is the most accord with the present development of a model.

On the basis of both, give full play to the advantages of both, to build a new framework for the development of sports industry, the sports brand between + sports apparel, Internet + Internet services, Internet + sports fitness equipment, Internet + sports

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event, from the "research and development products - sales - after-sales" a different link to realize sharing of industry chain. The framework reflects the Chinese sports undertakings and "Internet +" and "sharing economy" with the combination of a new kind of development model.

III. Conclusion

With the development of social economy and the Internet into people's lives, to achieve development opportunities, follow in the footsteps of the global economic development, must be connected to the Internet. The hottest "Internet +", this article is based on the present and the cutting edge of concept - "sharing economy", to build a new framework for the development of sports industry, for the present development of Chinese sports to create a new development environment, promote the development of Chinese sports better, faster. First of all, in detail elaborated the development of sports industry in the era of "Internet +", and the close ties between the two. Sports goods and services is one of the traditional industry, "Internet +" is put forward for the development of sports provide a new opportunity, make full use of the taobao, pay treasure, all kinds of online payment platform, weibo, We Chat, sohu and other micro culture, build Internet + sports apparel, sports services, sports fitness equipment, sporting events, such as development model, which will become a new model of the sports development. The new Internet - sports industry mode of mutual development, stimulate the development of sports activity, the birth of the new forces, has inestimable influence. Secondly, this paper expounds the "share of the economy" contact sports. Pointed out from the product research and development, realize resource sharing between different sports brand, and sold on the market in the process of the sales way of sharing between different brands, ultimately to achieve the sharing of sports commodity prices to avoid price difference because of the competition. Finally, on the basis of both, give full play to the advantages of both, to build a new framework for the development of sports industry, the sports brand between + sports apparel, Internet + Internet services, Internet + sports fitness equipment, Internet + sports event, from the "research and development products - sales - after-sales" a different link to realize sharing of industry chain, finally achieve common development of sports industry whole industry, comprehensively promotes the prosperity.

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