

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

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5 *Received: 9 December 2016 Accepted: 3 January 2017 Published: 15 January 2017*

6

7 **Abstract**

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

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26 **Index terms**— internet +; sharing economy; sports industry

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

42 Sharing has a certain economic development history, Zhang Xiaode and others point out that the economic
43 development model for human life, as well as the progress of the whole society is a major reform, if hold good

2 THE NEW DEVELOPMENT MODEL OF SPORTS A) INTERNET + AND SPORTS DEVELOPMENT

44 will to create greater wealth for China's economic development. Abroad early rise of the economic development
45 model, Wang Zhen pointed out that China's economic development process, share consciousness is not strong
46 enough, sharing economy is not mature enough, but this model is relatively mature in foreign countries, there are
47 a lot of countries have implemented the share system, had to share ideas, to the development of China's economy
48 will have to draw lessons from foreign advanced ideas, combined with national conditions, development suited to
49 China's national conditions to share economic system [8]. Aiming at the development of undertakings of physical
50 culture and sports, from the "Internet +" and "share of the economy" two aspects, establish a new framework,
51 sports career development provides a new direction for the development of Chinese sports.

52 1 II.

53 2 The New Development Model of Sports a) Internet + and 54 sports development

55 With the development of social economy, the Internet has become a link connecting relationship. The generation
56 of network will be linked to the social from all walks of life, become a net. For the development of social economy,
57 the progress of human civilization has played a certain role in promoting. For the "Internet +" is the concept
58 of age after the 12th National People's Congress proposed a new word, new concept, breaking the traditional
59 understanding of the Internet, at the same time also strengthened the Internet links between the industries. At
60 present, big data, cloud computing has gradually penetrated into all walks of life, the Internet, the Internet of
61 things, such as network industry, to breakthrough development bottleneck, to another new height of development,
62 not only behind closed doors, must unite, learn the advanced computer technology (big data and cloud computing,
63 etc.), draw lessons from its advantages, improve their own development, so as to achieve the goal of all-round
64 development.

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

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

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

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

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

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

104 assistance and common development of the industry, motivate the development of traditional industry, the source
105 of innovation, provide new development opportunity for the development of traditional industry.

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

113 In today's network development, must support "Internet +" plan, only in this way can achieve various industries
114 balanced, steady progress, reduce the gap between the industry development. As the saying goes, flowers, the
115 same can be said, "Internet +" is not only to achieve "Internet +" and the traditional industry of mutual aid,
116 at the same time, it must improve its relationship with the first and second industry, the formation of the new
117 situation of the industry "Internet +", promote the industry's development and progress. This is we support the
118 ultimate goal of "Internet +".

119 But at the same time, also will derive some unsafe factors, there will be a lot of criminals "gaming", taken
120 advantage of the diddle consumer interest, consumer fraud, this needs us in developing "Internet +" consumer
121 rights and interests safeguard service at the same time. In sports consumption, for example, the Internet has
122 spawned a lot of fake brand of sports goods, and wild speculations, for network virtual barrier, cheat consumers
123 from product quality, price, this not only reduces the credibility of sports goods, at the same time, it is not a
124 long-term solution, money is certainly faces collapse. Above all, for the "Internet +" this kind of new things,
125 we must take an entirely new state and full of enthusiasm to meet, at the same time ready to maintain their
126 own rights and interests, and to ensure the safety of its own, moment supervision, merchants and promote the
127 successful transformation of the enterprise, comprehensively implement the innovation, the development of new
128 trend. b) "Sharing economy" relationship with the development of sports As the name implies, "sharing" is the
129 meaning of sharing, resource sharing is a general concept, through resource sharing can be achieved and the
130 development, and the progress, and promote the purpose. In many industries, has formed the resources, the
131 sharing of data, but the share is still not fully implemented.

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

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

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

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

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

3 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 event, from the "research and development productssales -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.

4 III.

5 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 productssales -after-sales" a different link to realize sharing of industry chain, finally achieve common development of sports industry whole industry, comprehensively promotes the prosperity.

IV.¹

¹Year 2017Study on Sports Industrial Share Economy in the Era 'Internet Plus'

197 .1 Acknowledgment

198 The achievement is funded by General Administration of Sport of China regarding sports philosophy and social
199 science research Projects-Path research on the development of integration of sports and tourism base on "Internet
200 plus", project number is 2322SS16059.

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