A Comparative Study on the System and Scale of Sport Industry between China and Canada

Gang Li\textsuperscript{1}, Minhang Liu\textsuperscript{2,*}, Yukun Fu\textsuperscript{1} and Bing Feng\textsuperscript{1}

\textsuperscript{1}School of PE, Shandong University of Finance and Economics, Jinan, Shandong, China
\textsuperscript{2}Teacher work department, Shandong University of Finance and Economics, Jinan, Shandong, China

*Corresponding author email: njnulmh@163.com

Abstract. In order to achieve a established 5 trillion goal of Sport Industry in China's "Several Opinions on Accelerating the Development of the Sports Industry and Promoting Sports Consumption", This research adopts literature data method, systematic analysis method, comparative research and other methods, and analyzes and analyzes the development experience of the Canadian sports industry, a comparative study on the system and scale of sport industry between China an Canada has been analyzed from Sport Industry Policy, Statistical Classification System, and Sport Revenue Structure. The results has indicated that, led by the similar government industrial policy, the sport industry development of China and Canada has been in a relatively stable growth stage since 2012. Although the output value of Canadian sports industry is lower than that of China, its revenue structure of sport industry is much reasonable than that of china, especially the revenue of Canadian Sport Recreation is particularly outstanding. The Revenue Structure of China's sport industry remains to be further optimized, Promoting the improvement of China's sports industry system, and pushing forward the volume of China's sports industry to a new level.

Keywords: The system and scale of sport industry; China; Canada; A comparative study.

1. Introduction
Since October 2014, the Chinese government promulgated the "Several Opinions on Accelerating the Development of the Sports Industry and Promoting Sports Consumption", which has set a target of 5 trillion industrial output value for China's sports industry by 2025. All capitals are coming in one after another, and they want to seize the commanding heights. According to Bloomberg News data, since 2015, many Chinese companies including Suning Group, Lehman Group and other Chinese companies have invested 1.7 billion US dollars in the football industry, and this investment is still expanding. In addition, there are more than 30 A-share listed companies and a number of new third-board listed companies investing in the sports industry. Of course, the input of the Chinese government is gradually increasing. Data from the National Bureau of Statistics shows that the total investment of the country in the fields of culture, sports and entertainment in 2015 was 672.4 billion yuan, an increase of 8.9% over the same period last year. The total investment of the country increased by 783 billion yuan, an increase of 16.4% over the same period last year. Of course, the input of the Chinese government is gradually increasing. Data from the National Bureau of Statistics shows that the total investment of the country in the fields of culture, sports and entertainment in 2015 was 672.4 billion yuan, an increase of 8.9% over the same period last year. The total investment of the country increased by 783 billion yuan, an increase of 16.4% over the same period last year. Faced with such a large-scale capital operation
and carrying the expectations of various investors, whether China's sports industry can match the sports industry of Western developed countries as soon as possible, it is very necessary to introduce Western successful experience for comparative research. Below, this article will take Canada as an example, through comparison, keep a clear understanding, accurately locate the way out of the development of China's sports industry, less detours, no leap forward, and finally steadily promote the realization of China's established output value goals.

2. Formulation and Content Comparison of Sports Industry Policies between China and Canada

2.1. Canadian Sports Industry Policy

In terms of system, Canada is a federal state, which is composed of federal government, provincial and regional governments. This three-level federal administrative system handles various national affairs through division of labor and mutual cooperation. The federal government is mainly responsible for national affairs including defense security, diplomatic currency and taxation, and formulating relevant laws and regulations; provincial and local governments at all levels are mainly responsible for education, medical care and social welfare, etc. It is difficult to override it. However, sports as a shared benefit for Canadian nationals, the relevant laws and regulations are often formulated by the federal government, and through coordinated guidance, the provincial and regional governments cooperate with each other to implement. Take the sports industry policy as an example. In 1987, the Canadian government promulgated the "National Leisure Statement", which clearly proposed the development of leisure and entertainment and related public policies, and stipulated the role of the federal government, provincial and regional governments, and created mutual cooperation and The implementation mechanism of the joint plan provides policy guarantee for the next step to formulate and promote the development of the sports and leisure industry.

By 2002, the Canadian government adopted the Canadian Sports Guidelines 2002 (CSP2002), which clearly pointed out the contribution of the sports and leisure industry to the Canadian economic development. Residents spent about 700 US dollars on sports goods and services in 1996. They were willing to invest more leisure time in sports. In the "Policy 2012", five major goals and 42 specific goals were planned, including sports popularization, leisure sports, sports competition, competitive sports, and sports promotion. Among them, it is the development of sports and leisure industry that has a high degree of relevance to the sports industry. It takes sports as a necessary means to promote social and economic development and promote the development of the sports industry. In particular, it clearly proposes to support the development of some available and sustainable sports Equipment, facilities and green space, hold diversified sports events open to all citizens, so as to improve the utilization rate of sports and leisure venues.

It can be said that under the guidance of the Canadian Sports Guidelines 2002 and the Canadian Sports Guidelines 2012, the implementation of the formative sports policy evaluation implemented by the Federal Sports, Provincial and Regional Government Sports Committee (EPTSC) is constrained. Now, the leisure sports industry in Canada has gained new momentum for development. A report from the Canadian Coaching Technical Guidance Association shows that in the past three years, more than 200,000 coaches have participated in the National Coach Qualification Certification Program, and 100,000 coaches will be qualified as coaches in the sports field. The number of personnel has increased significantly. In addition, 92% of the National Sports League and a number of sports service organizations provide leisure sports services to Canadian citizens through personal workshops, videos and networks, thereby improving the utilization rate of leisure sports industry facilities and venues and making them better. Serve the Canadian people.

2.2. China's Sports Industry Policy

In contrast, the timing of China's sports industry policy formulation is not much different from that of Canada, but the implementation agencies are slightly different.
China was first initiated and presided over by the National Sports Commission. In June 1995, the "Outline of Sports Industry Development" contained more detailed regulations and instructions, not only stipulating the sports industry classification system, but also formulated Industrial development goals and basic measures. However, in the specific implementation process in the later period, it is limited to the unified understanding of multiple departments. In addition, some target settings are ambiguous, and there is a lack of a long-term dynamic evaluation mechanism. There is no effective correction of each target regularly. Some of the goals set within the system of the Sports Commission are over-fulfilled. For example, the development of sports lottery mentioned in the "Outline", through the overall arrangement of the sports lottery management center within the system, from annual sales of 1 billion yuan in 1994 to annual sales in 2001 The volume has reached 14.9 billion yuan, and the average annual sales are about 20 billion yuan, which has achieved a qualitative leap. Some goals that are outside the system and have strong social constraints have not been completed. For example, some brand-name events with international influence have not yet been formed and lack distinctive sports enterprise group companies, etc., eventually led to the long-term rapid growth of China's sports industry within the system and the slow pace of slow steps outside the system. Until 2010, the General Office of the State Council issued the "Guiding Opinions on Accelerating the Development of the Sports Industry" and the 2014 "Several Opinions on Accelerating the Development of the Sports Industry and Promoting Sports Consumption", after placing the sports industry on the national strategic level for top-level design, the sports industry is truly moving towards a substantial development stage. The "Opinions" not only proposed that the total target of the sports industry to exceed 5 trillion yuan by 2025, but also proposed specific tasks and measures, and required provinces and cities to propose sports industry construction goals that meet their own provinces and cities. Through unified understanding and establishing a dynamic evaluation mechanism, this provides a substantial policy guarantee for promoting the development of the sports industry.

3. Comparison of China and Canada's sports industry statistical classification system

3.1. North American Industry Classification System

Canada’s industry classification standards began in 1948 and were continuously revised as the industrial structure was adjusted. Until January 1, 1994, under the influence of the North American Free Trade Agreement signed by the United States, Canada, and Mexico, a common North American Industry Classification System (NAICS) began to be implemented and became the standard system of Canadian industry statistics. Statistics Canada adjusted this classification system in 2012. Today, the system has a total of 20 industry categories, 102Sub-sectors, 323 industrial clusters, and 922 Canadian industry subdivisions. The sports industry in this system is mainly involved in the manufacture of sports goods, including baseball, basketball, billiards, golf, tennis, football, skating shoes equipment manufacturing, as well as fitness equipment production, fishing gear products manufacturing, competitive gloves manufacturing, sports Stadium manufacturing, ice hockey equipment manufacturing, ice skate manufacturing, billiard room, cue manufacturing, racket and net manufacturing, roller skate manufacturing, small sailing manufacturing, boots and blade assembly, ski boots manufacturing, snowboard manufacturing, snow boots manufacturing, bracing Manufacturing of rods and sticks and construction of swimming pools;Sports, entertainment and retail, including all kinds of sports goods, all kinds of games and toys, all kinds of sewing products, all kinds of fiber fabrics, pattern decoration and embroidery, all kinds of musical instruments and equipment, all kinds of book publishing and recording and video products; Sexual sports events, including professional, semi-professional, and amateur sports competitions; other sports and leisure industries, including golf courses, country clubs, ski resorts, and health and entertainment sports centers.

3.2. Statistics of China's Sports Industry

In the early days, the statistical classification of sports and related industries in China was relatively vague, and incomplete and ununiform statistical data was difficult to effectively support the goal construction of the sports industry. To this end, the National Bureau of Statistics and the State Sports General Administration in 2004, in the form of topics, based on the first national economic census, on
the sports organization management, stadium management, sports fitness and leisure, sports involved in China's sports industry intermediate services, sports lottery services and other 9 categories of relevant data were initially investigated and calculated, and finally the sports industry statistical indicators and the next implementation plan were determined. In June 2008, the "Sports and related industries classification" was jointly promulgated. (Trial) "This "Classification (Trial)" divides sports and related industries into 3 levels and 8 categories, including sports organization and management activities; sports stadium management activities; sports fitness and leisure activities; sports intermediary activities; other sports activities; sports Manufacture of supplies, clothing, shoes, hats, and related sports products; sales of sporting goods, clothing, shoes, hats and related sports products; sports venue construction activities, and on this basis, it is further subdivided into 24 middle categories and 57 subcategories. It can be said that the formulation of "Classification (Trial)" made the sports industry have the national standard status for the first time, and also provided a solid basis for the development of the sports industry. Afterward, by this standard, in November 2008, the National Bureau of Sport, the National Bureau of Statistics, and the National Development and Reform Commission jointly launched the "National Sports and Related Industries Special Investigation Work" to focus on the development status and trends of China's sports industry. Benefiting from the classification of this standard, after investigation, the added value of China's sports and related industries has increased from 98.3 billion yuan in 2006 to 222 billion yuan. At the same time, Beijing first proposed the GDP of sports and related industries by 2010 It accounts for 3% of the city's development goals, and the goals are reasonable and well-founded.

Then, to adapt to the latest National Classification of National Economic Industries promulgated by the National Bureau of Statistics and to implement the "Several Opinions of the State Council on Accelerating the Development of the Sports Industry and Promoting Sports Consumption" The "Classification (Trial)" was revised, and the "National Sports Industry Statistical Classification" was officially released on September 17. This "classification" divides the sports industry into 11 major categories, 37 medium categories, and 52 subcategories. The design of the sports industry category is more reasonable.

Subsequently, On March 13, 2019, the National Bureau of Statistics approved the "Sports Industry Statistics Classification (2019)". This "Classification" divides the sports industry into 11 major categories, 37 medium categories, and 71 subcategories. Sports industry categories are designed with more elaborate systems, thus marking the official inclusion of sports industry statistics in the national statistical classification system.

It can be said that compared with Canada's sports industry classification statistics, China's sports industry classification statistics have gradually differentiated from related industries and started to be counted separately as a category, and the categories are relatively complete. Although the implementation of this new classification statistical method is still short, and there is still no statistical data that can be compared, its continuity is within sight.

4. Comparison of Output Value of Sports Industry between China and Canada

4.1. Output Value of Canadian Sports Industry

The output value of Canada's sports industry is mainly concentrated in the four fields of sports goods manufacturing, sports goods retail, and ornamental sports events, sports fitness, and leisure. The calculation of the industrial output value of these four areas is based on the explanation and interpretation of these indicators by the North American (NAICS) classification system. Many of these indicators are not independent, and are more or less related to other related industry groups, especially related to leisure Industrial clusters are mixed together for statistics. For example, in the sports goods retail industry, in addition to the sports goods retail industry, it also includes all kinds of games and toy products, all kinds of sewing products, all kinds of fiber fabrics, pattern decoration and embroidery, all kinds of book publishing, recording and video products. Relatively speaking, the statistics of the other three fields are more relevant to the sports industry. Sports fitness and leisure industry mainly refer to providing customers with various sports fitness and leisure service activities or places,
including golf course guidance and training, ski resorts, yacht marinas, fitness training centers, and bowling alleys, etc.; ornamental sports events mainly refer to various professional, semi-professional and amateur sports clubs provide sports events services for spectators; sports goods manufacturing mainly includes general sports products such as football, basketball, baseball, and tennis rackets, as well as specific sports products such as small sailing boats manufacturing, snowboard manufacturing, snow boots manufacturing, and swimming pool construction, but does not include all kinds of sports clothing and sports shoes. In this way, according to the North American (NAICS) classification system for rough statistical calculations, as shown in Figure 1, from 2012 to 2016, the entire Canadian sportswear retail industry is in a stage of steady growth. In 2012, the total revenue of the Canadian sportswear retail industry was the US $ 10.66 billion, and in 2016 was the US $ 12.39 billion, with a growth rate of 16.2% and an average annual growth rate of 3.9%. In addition, the main sales channels of the entire sports goods retail industry are chain operation and non-chain operation. According to the algorithm of excluding related industries and increasing clothing and footwear, the total revenue of the former before 2014 was the US $ 6.6 billion, and the total revenue of the latter was 5.4 billion US dollars, the profit margin of the two is not much different, the former is 5.6%, the latter is 4.2%. The manufacturing of ornamental sports events and sporting goods is also in a stage of steady growth from 2012 to 2016. The output value of the former in 2012 was the US $ 2.81 billion, and the output value in 2016 was the US $ 3.3 billion, with a growth rate of 17.4%. The leagues, professional baseball leagues, national basketball leagues, and major professional football teams and clubs contributed the most, accounting for 63.4%; the latter’s output value in 2012 was $ 810 million, and by 2016 it was $ 1.14 billion. The growth rate is as high as 40%. Of course, there is also the sports fitness and leisure industry, because there are only data for 2012, 2014 and 2015. In 2012, it was the US $ 7.9 billion, and in 2015 it was US $ 9 billion. Therefore, we cannot fully evaluate the development trend, but from this data comparison, this field is also maintaining a continuous growth trend.

Finally, although all areas of the Canadian sports industry have been steadily growing in recent years, the output value has not changed much compared to ten years ago. Statistics from Statistics Canada show that in 2006, the total revenue of Canada’s sporting goods manufacturing industry was 880 million US dollars, and there were 653 enterprises engaged in the sporting goods manufacturing industry. At 6.8%, the changing trend is not obvious. In addition, the number of enterprises has grown to 807, which is a growth rate of 24% compared with 2006, which shows that the competition in the entire market is intensifying.

| Sports category                  | 2012  | 2013  | 2014  | 2015  | 2016  |
|----------------------------------|-------|-------|-------|-------|-------|
| Sports fitness and leisure       | $79.0 | $85.1 | $90.0 |       |       |
| Manufacturing of sporting goods   | $8.1  | $9.4  | $9.9  | $11.4 |       |
| Watch sports events              | $28.1 | $25.2 | $28.9 | $32.3 | $33.0 |
| Retail of sporting goods         | $106.6| $108.6| $114.9| $119.8| $123.9|

**Figure 1.** Distribution of the volume and structure of the Canadian sports industry from 2012 to 2016 (100 million dollars).
4.2. Output value of China's sports industry

As shown in Figure 2, since 2012, China's sports industry output value has maintained a steady growth trend, from 313.6 billion yuan in 2012 to 549.4 billion yuan in 2015, an increase of up to 75%. At the same time, the "2015 National Sports Industry Scale and Value Added Data Announcement" shows that the total scale of China's sports industry in 2015 was 1.7 trillion yuan, with an added value of 549.4 billion yuan, compared with the total scale of 950 billion yuan in 2012. With a relatively large increase, the share of GDP in the same period rose from 0.6% to 0.8%. Among them, the total output and value-added performance of sports goods and related product manufacturing industries are the most outstanding, respectively, being 1,123.82 billion yuan and 275.55 billion yuan, accounting for 65.7% and 50.2% of the total output and added value of the national sports industry. The sales of sports goods and related products were 350.83 billion yuan, accounting for 20.5% of the total output of the national sports industry. The cumulative contribution of the two to the output value of the sports industry reached 86.2%, which is similar to the characteristics of the Canadian sports industry structure. The sports goods industry's contribution to the structure of the sports industry is relatively large. However, compared with Canada, the total income of sports events is relatively low. In 2015, the total income of sports competitions and performances was only 14.95 billion yuan, which is still a certain gap from the 3.23 billion US dollars in Canada. Of course, it includes fitness. The leisure industry is also lower than the Canadian average, and structural problems are still relatively obvious. Finally, referring to China's sports service industry, which is the dotted line in Figure 2, the added value of China's sports service industry by 2015 was 270.36 billion yuan, much higher than the 89.62 billion yuan in 2014, the reason is that the change. The original accounting method is based on the combined calculation of the other nine categories of added value except for the manufacturing of sports goods and related products and the construction of sports facilities, so it seems that the growth rate is particularly large. In recent years, it is undeniable that the speed and scale of the development of China's sports industry are unmatched, but structural adjustment still needs to be further emphasized.

![Figure 2. Distribution Map of China's Sports Industry Volume and Structure from 2012 to 2015 (RMB 100 million).](image)

5. Conclusion

On the whole, although Canada’s sports industry is not as large as China’s. The performance of output value is also average, far less influential than the US sports industry, but the development of the entire Canadian sports industry system is relatively mature. The system not only has sustainable sports industry policy guidance, but also has relatively mature and standardized sports industry classification statistics, which makes Canada's sports industry in the process of steady progress for a long time,
showing different sports markets from other countries' potential. In contrast, under the influence of the sports market characteristics with Chinese characteristics, China's sports industry system has just been established and promoted and implemented. To be precise, it should be confirmed after the promulgation of the National Sports Industry Statistical Classification in 2015. Its applicability needs further consideration, which makes China's entire sports industry system still in the stage of improvement and exploration. Based on Canada’s relevant experience, since the Canadian government issued the “Canadian Sports Policy 2012”, a dedicated performance evaluation team (PIM) will conduct a formative evaluation of the “Policy 2012”, collect data, determine data sources, and evaluate the “Policy 2012”. The realization and implementation of the goal, and issue a final data analysis report to provide a scientific basis for improving and revising the goals and content of the “Guideline 2012”. Therefore, it is necessary to carry out a periodic scientific evaluation of the "National Sports Industry Statistical Classification" and related policy guidelines, learn from their directors, and use them for my purposes to promote the perfect development of China's sports industry system and promote the sports industry volume of our country to a new level.

Acknowledgments
This thesis is supported by the following fund projects:
1. Shandong social science planning project "Research on the change characteristics and guidance of employment value orientation of college students majoring in sports" (17ctyj21)
2. Outstanding youth innovation team of institutions of higher learning in Shandong Province-Confucian humanistic spirit and the development of elite sports tourism industry. (2019RWF014)
3. Graduate education and teaching reform research project of Shandong University of Finance and Economics - Research on the training mode of graduate students majoring in sports economy and management (scjy1903)
4. China Scholarship Fund for studying abroad

References
[1] James J. Zhang, Haiyan Huang, John Nauright. 2018. sport business in leading economies. UK:Emerald Publishing Limited, p59.
[2] Government of Canada. Canada Sport Policy(2002). Culture, history and sport, pp13-18.
[3] Government of Canada. (2015a). sport in Canada .Retrieved from http ://canada. pch. gc. ca/end/141415906468. Accessed on 21 January2015. p78 .
[4] Statistics Canada. Amusement and recreation industry, 2015[EB/OL]. In the Daily, 2017.p55.
[5] Government of Canada. (2015b).Participating in Canada . Retrieved from http://canada.pch.gc.ca/end/1414151622206.Accessed on 21 January2015. p43.
[6] Statistics Canada. Spectator sports, event promoters, artists and related industries, 2015[EB/OL]. In the Daily, 2017..p31.
[7] Government of Canada.(2015c).Continued support for Canadas top athletes and coach .Retrieved from http://news.gc.ca/web/.p67.
[8] Government of Canada. Canada Sport Policy(2012)[EB/OL]. Culture, history and sport,2012.p66.
[9] Morrow, D, Wamsley, K, (2013). sport in Canada:A history (3rd ed).Oxford, England: Oxford University .p117.