Swot analysis of sports town construction in hubei province

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Abstract. This paper first shows the connotation of sports town and its significance to HuBei province, after that, the author adopts literature review and field investigation, swot analysis is carried out on the construction environment of hubei sports town, this paper points out the advantages and disadvantages, opportunities and challenges of the construction of sports town in hubei province, and according to the actual situation of hubei sports town construction, puts forward the city cluster and beautiful countryside of high planning sports characteristics of small town construction; in the sports industry, and the integration of a number of functions such as tourism; relax the investment restriction of sports town and attract the investment of social capital; with the thinking of operation to create sports town colorful sports; innovate the propaganda mode, pay special attention to the construction path that uses new media.

1. Definition of sports-themed town
At present, “characteristic town” has not been clearly defined by the academic circle, which is originated in Zhejiang and was then defined as a spatial carrier that is independent of the urban area and has definite industrial orientation, cultural connotations and tourist functions as well as certain community functions [1]. Jiangsu Administration of Sport proposed sports-themed health town and defined it as a spatial region or development platform that takes sports and health as its theme and characteristic and integrates the functions such as sports, health, tour, leisure, elderly care, culture and livability [2]. The Ministry of Housing and Urban-Rural Development, National Development and Reform Commission and Ministry of Finance jointly issued the Notice of Training of Characteristic Town in September 2016, which defined the “characteristic town” as a spatial region, national fitness and development platform or sports industry base that takes sports and leisure as the theme, has unique connotations of sports culture as well as a solid foundation of sports industry and integrates the functions such as sports and leisure, culture, health, tour, elderly care, education and training to contribute to the construction of new urbanization and healthy China as well as poverty alleviation during the process of building moderately prosperous society.

2. Significance of sports-themed town construction for Hubei

2.1 Improve town environment and construct beautiful countryside
At present, China is vigorously promoting the construction of beautiful countryside, and Hubei also pays high attention to such task, such as the Guiding Opinions on Planning and Integrating Relevant Project Funds for Pilot Construction of Beautiful and Livable Countryside issued by the General Office of Hubei Provincial Government as early as 2016 [3]. The sports-themed town industry belongs to the tertiary industry, which is favored by the public due to energy saving and environmental friendliness. Sports-themed town construction can bring about a lot of financial aids and social capital...
to the town infrastructure construction, and the sports-themed town has higher requirements for the environment and infrastructure, which inevitably requires that the subject of sports-themed town construction should protect the town environment to the maximum extent and improve its production and living environments as well as its public service ability [4].

2.2 Promote sports industry development and optimize provincial economic structure
The sports industry is an important part of the economic industry in Hubei. According to the 2010 statistical data, the sports and relevant industries in Hubei with prominent development achievements have basically shown the rudiment of new economic growth point, which achieve the total output value of 19.588 billion yuan, create the value added of 9.557 billion yuan and contribute 0.60% to provincial GDP. On the whole, there are a number of problems in the sports industry in Hubei. First, the sports industry due to its little output value contributes less than 1% to provincial GDP. Second, sports product manufacturing accounts for a larger proportion in the sports industry, so such irrational structure needs to be optimized. Therefore, it is of great significance for the provincial sports industry to develop sports-themed towns.

2.3 Promote Jingchu culture and province reputation
In the construction and operation of sports-themed towns, local sport and cultural resources should be rationally developed and utilized so that people can experience the charm of excellent Jingchu culture in a variety of sports activities. The Jingchu culture named after Chu State and Chu people is an important part of the Chinese national culture and occupies an important position in the development history of Chinese civilization, which is of great economic and cultural development value. Sports-themed town construction rightly provides a transmission platform and display window for the Jingchu culture, in which the historical and cultural resources that conform to the requirements of specific sports projects should be mined, further clarified and packaged for marketing and promotion, so it is a hard-won opportunity for Hubei to promote its reputation.

2.4 Effectively promote supply-side structural reform and accelerate transformation of driving force
Supply-side structural reform is to adjust the economic structure so as to optimize factors allocation and improve the quality of economic growth. The demand side consists of investment, consumption and export, while the supply side is comprised of factors such as labor force, capital, institutional creation and innovation. At present, the sports industry in Hubei mainly faces the following problems in terms of supply-side structural reform, insufficient high-end and mid-to-high end supply of sports products and services, excess production capacity of low-end and mid-to-low end products and services, incomplete policies and regulations in terms of institutional supply with a view to scientific planning and guidance, and lack of top sports events and international sports products due to the insufficiency of innovation, the largest driving force of development. Hubei should seize the opportunity that China vigorously develops the sports industry and promotes sports-themed town construction to create conditions, break barriers and accelerate the flow of various production factors to the sports industry so as to actively develop the sports industry. In addition, Hubei should pay high attention to the important role of sports-themed town construction in supply-side structural reform to accelerate the transformation of driving force.

3. SWOT analysis of sports-themed town construction in Hubei
3.1 Strengths
First, sports industry development and national fitness have been raised to the level of national strategy. Second, Hubei has a strong foundation for competitive sports and mass sports, such as Wuhan International River Crossing Festival and Yichang International Dragon Boat Race, which have taken shape and produced brand effect after years of operation. Third, with relatively developed sports industry and sports education, Hubei has cultivated a number of sports enterprises with
considerable strength, such as JZX Sports with registered capital of 182,704,533 yuan and more than one thousand employees, BR Sports with registered capital of 100 million yuan and Chengchen Sports with registered capital of 13 million yuan. In terms of sports education, the sports colleges represented by Wuhan Sports University have cultivated a large number of sports professionals for the province. Finally, there are strong demands for leisure sports. Due to urban diseases such as heavily congested urban traffic, high housing prices, fast pace of life and environmental pollution, many so-called urban people have an intention to escape from the city, while sports towns closer to the urban area with beautiful and livable environment as well as leisure and community functions rightly meet such demands.

3.2 Weaknesses

Compared with developed provinces, Hubei has lower GDP and per capita GDP, which were 3,229,791,000,000 yuan and 60,198.68 yuan in 2017, when Guangdong and Jiangsu had GDP of 8,970,523,000,000 yuan and 8,590,094,000,000 yuan and per capita GDP 80,932 yuan and 107,189 yuan respectively, so the economic base is a shortcoming for Hubei to develop sports towns. The development of sports culture and the loyalty of the provincial people to sports are of great practical significance for the development and utilization of customers of sports towns in the later stage. As the soft power of sports and industrial development, sports culture is one of the important driving forces for the development of sports towns, but the development of sports culture and sports is not complete in Hubei, for there are only a few sports events every year, such as Wuhan Marathon and Wuhan Open with low popularity and incomplete services. Hubei has not formed a resultant force in the policy of sports town construction, which involves government departments of land and finance and requires their cooperation with a view to sound development, but the current situation is that Hubei Administration of Sport takes the charge, while other departments involved are of no importance, so it is difficult to achieve benign development of sports-themed towns in Hubei.

3.3 Opportunities

The central and local governments provide joint support. On the one hand, the General Administration of Sport of China has issued policy documents such as the Notice of the General Office of the General Administration of Sport of China on Promoting the Sound Development of Sports and Leisure-themed Towns, which propose definite requirements and strong support for sports-themed town construction. On the other hand, Hubei Administration of Sport has input a lot of energy and investment into sports-themed town construction. In October 2017, Hubei Administration of Sport held a training meeting in Jingmen for sports and leisure-themed town construction, when inspector Lin Xiaohua put forward specific requirements for sports-themed town construction, including promotion of start level, confirmation of subject positioning, and strengthening of organizational leadership and accountability. At present, the sports industry is deeply integrated with other industries such as tourism. Due to the consumption upgrade as per capita GDP of coastal cities and some inland developed cities exceeds 10,000 US dollars, the tourism industry has developed in the direction of deep experience and interaction. The sports industry is the most suitable target of integration and development by tourism, for sports projects provide new products and contents for tourism, which are an important industrial resource for tourism to attract and expand customers. Hubei possesses abundant tourism resources, such as world-known Wudang Mountain, which lay a solid foundation for the integration and development of sports industry and tourism.

3.4 Threats

A lot of professional talents have been cultivated under the Chinese education system, but there is a serious lack of compound talents who understand both management and sports, which seriously impacts Chinese sports-themed town construction and operation that requires not only professional talents in construction and operation but also compound talents. The research issue of sports-themed town was not started in China until 2015, while foreign sports-themed towns have developed for
nearly a hundred years with suitable operation mode and mature construction experience. The existing research on sports-themed towns most deals with the construction mode and path of sports-themed towns or the implications of foreign sports-themed towns for China and has not formed a complete, systematic and scientific academic system, so in the principle that the theory guides practice, such lagging academic research has significant adverse effects on sports-themed town construction in Hubei. According to statistics, there is almost no profitable sports town in operation, but the construction requires a large amount of funds, so such predicament is a serious blow to the investment enthusiasm of social capital, which also exists in the process of sports-themed town construction in Hubei.

4. Measures and recommendations

4.1 Plan sports-themed town construction with a view to urban agglomeration and beautiful countryside
Sports-themed towns are important for beautiful countryside construction that is vigorously carried out throughout China. Sports-themed towns should integrate beautiful countryside planning into the construction process and take the idea of beautiful countryside as guidance for the development and construction of sports-themed towns. Although different from the traditional towns, sports-themed towns should also play a certain part in the urban system. On the one hand, the sports-themed town is an important base for the urbanization of rural surplus labor, and on the other hand, the sports-themed town also plays important economic and political functions in the urban system, so the planning demands of local urban agglomeration should be taken into account in the early stage of planning and construction of sports-themed towns.

4.2 Intensively cultivate the sports industry and integrate tour and other functions
As the original vitality and motivation for sports-themed town development, the sports industry should be intensively cultivated to mine its value and continuously expand its connotations in order to achieve sound and sustainable development of sports-themed towns. In addition, it has become an irresistible trend to integrate various industries for development, so sports-themed town construction should deeply integrate the sports industry with tourism, elderly care and other relevant industries to continuously expand the industrial chain and create a sound industrial ecology in which the sports industry dominates and coordinates with other industries [5].

4.3 Relax investment restrictions and attract social capital
Sports-themed town construction requires investment over ten million yuan or even hundreds of millions yuan in the early stage, which takes years to profit after in the operation stage, but due to the profit-seeking nature of capital, social capital has strict requirements for the rate of return and return period, so the competent department of sports-themed towns is required to break the barriers of investment and financing and take measures to ensure a rational rate of return of social capital to continuously attract social capital [6].

4.4 Create diverse sports projects by the operational thinking
If the sports industry is the life of the sports-themed town, then sports projects are its body. Sports projects are the most direct objects of experience and evaluation of sports-themed towns, so only with well-operated sports projects, sports-themed towns can effectively achieve their economic value as well as sustainable development, which requires the operator of sports-themed towns to take the initiative and use the operational thinking to develop sports projects [7].

4.5 Make innovations in promotion and take advantage of new media
At present, it has become an important trend in the development of the current media industry to use the Internet for promotion, so sports-themed towns that are new in China should make full use of the new media, which requires the competent department and operator of sports-themed towns to work
together to make innovations in promotion and play their communication advantages in official and non-official media to promote the reputation of sports-themed towns[8].

5. Conclusion

The sports town is a good opportunity for hubei province and it has certain advantages, he article thinks hubei province has advantages in policy, talent, sports culture foundation, etc, of course, hubei province has certain challenges and disadvantages compared with coastal provinces, first of all, hubei province is economically weaker than the developed coastal provinces, Second, developed coastal cities are more open than inland ones. But hubei should seize the opportunity to rise to the challenge, we must accelerate the development of sports towns and upgrade the sports industry.

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