Historical Opportunity and Structural Transformation of Sports Industry Development under the Background of New Information Technology

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Abstract. Based on the analysis of the status quo of the development of sports industry, this paper studies the development opportunities and structural changes of sports industry under the background of new information technology. Objective to explore the development opportunities and structural transformation of sports industry under the background of new information technology, broaden the research field of sports industry, and provide references for the development planning or policy formulation of sports industry. According to this study, the current development status of sports industry is not optimistic, which is mainly reflected in the weak willingness of sports consumption, the shortage of sports venues and facilities, the lack of talents in sports industry, and the lack of in-depth integration with new information technology. Under the background of new information technology, the development opportunities of sports industry are mainly reflected in three aspects, that is, new information technology promotes sports industry to seize opportunities and expand markets, innovate the operation mode and operation mode of sports industry, and change the service platform and service system of sports industry. The structural transformation of the development of sports industry is reflected in the new competition system, new technology system, new consumption structure and new business trend. In the context of new information technology, it is necessary to analyze the opportunities and challenges faced by the sports industry more deeply, put forward more specific operational development countermeasures, and build a new sports industry development ecosystem and business model, in order to promote its sound development.

1. Introduction
The combination of new information technology and sports industry mainly means the deep integration of information technology. Internet platform and traditional sports industry, so as to make the sports industry enter a new development ecology [1].Facing the huge development potential of the sports industry, Internet giants have increased their investment in the field of sports. In the context of new information technology, new business models emerge one after another on the road to the development of sports industry, and the combination of new information technology and sports becomes a new trend in the future development of sports industry [2].

To grasp the new information technology, vigorously develop the sports industry to promote the development of sports, which is an important subject to promote economic growth. The research on the combination of new information technology and sports industry not only broadens the research scope of sports industry, provides reference for the development planning or policy formulation of sports industry, but also provides intellectual support for the promotion of regional economic growth.
of sports industry, and is conducive to expanding the application scope of information science in sports industry research.

2. Development Status of Sports Industry

2.1. Weak Willingness to Consume Sports
The development of sports industry is mainly influenced by people's sports values, leisure time, income, consumption concept and social development stage [3]. The sports consciousness of developed countries in Europe and America is deeply rooted in people's hearts. While developing countries such as China have long been bound by traditional consumption values and sports values, people often limit their material enjoyment with diligence and frugality, and some even consider participating in physical exercise to be a burden. Moreover, at present, most people do not have much leisure time, and their disposable income is not high, so some people are not willing to take part in regular sports activities from the bottom of their hearts, let alone engage in paid sports consumption. It can be seen that people's willingness to consume sports is not strong at present.

2.2. Sports Facilities are in Short Supply
Sports facilities are necessary places for people to play sports and are one of the important elements. According to the investigation, at present, the public sports infrastructure is still relatively backward, the allocation of resources is unbalanced, the investment in the facilities is not enough, the sports facilities are facing aging, poor maintenance and other problems, resulting in the shortage of sports facilities. As a result, it is not uncommon for people to have conflicts due to tension in the gym. People have the need to keep fit, but the lack of space and public sports facilities is undoubtedly an obstacle to fitness, which also highlights the problems existing in urban governance.

2.3. Lack of Talents in Sports Industry
Just existing situation, most of people in the sports industry is not specialized talents, lack of professional talents of sports development and expansion, it become a bottleneck of sports development, causes the sports industry in management, research and development, new technology application layer, service layer, and other fields mutual coordination is not enough, difficult to promote the sports industry of the whole system run efficiently. Therefore, according to people's physical and mental characteristics and fitness needs, targeted training of sports industry talents has become a very urgent matter [4].

2.4. Lack of Deep Integration with New Information Technology
With the continuous rise of new information technology, the integration with new information technology will become an important option for the development of sports industry, and will also change the development mode of sports industry [5]. New information technology has a lot of innovation opportunities in the future, while sports industry has not yet connected sports industry services with users through new information technology. The sports industry will lose a better living space if some adjustments are made in time on the basis of tradition without sensitivity. Under the background of new information technology, how to effectively integrate information science and sports industry, and use advanced thinking and means of information science to change and break through the current situation of sports industry, will be a new direction for the vigorous development of sports industry.

3. Historical Opportunities of Sports Industry Development under the Background of New Information Technology

3.1. Promote Sports Industry to Seize Opportunities and Explore Markets
The new information technology is helpful to discover people's demand preference for sports and to develop the market of sports industry. With the development trend of healthy, leisure and healthy life, the sports industry has ushered in the process of rapid development. From the perspective of
development trend, as people's pursuit of health becomes more and more intense and the country attaches great importance to sports, sports industry encounters great development opportunities. With the popularization of new information technology and the gradual establishment of the consumption concept that most people spend money to buy sweat, the advantages of new information technology can be used to develop the sports industry, and on the basis of a broad understanding of people's demand for sports, more alternative sports services can be launched. Relying on the function of new information technology as the main carrier and its advantages in close combination with the sports market demand, universities or enterprises are encouraged to train more talents with certain information knowledge and full understanding of the sports industry. These talents can give full play to the new information technology to open up the sports industry and gain more new channels for income. Utilize the network advantage of new information technology, collect and update the supply information of sports facilities within the region, select and configure the most suitable fitness facilities under the guiding principle of comparative advantage theory and cost performance optimization; The new information technology is used to realize the synchronous optimization of multiple sets, multi-dimensional management and multiple states, which can greatly save manpower, material resources and financial resources and ensure the quality of sports service. Therefore, the new information technology can more accurately discover and serve people's sports needs, grasp its infinite opportunities, and greatly promote the development of sports industry market.

3.2. Innovate the Business Model and Operation Mode of Sports Industry

Under the background of new information technology, the management mode of sports industry can be innovated according to people's sports needs.

Under the background of new information technology, sports industry should actively seek the direction of transformation and upgrading, accelerate the construction of sports crowd innovation space, encourage the transformation of the traditional sports industry crowd funding mode, develop the personalized customization mode based on information technology, and promote the formation of the development, utilization, production and consumption mode based on the dynamic perception of consumer demand. The advantages of new information technology are utilized to reconstruct the operation mode of the sports industry and shift from a single fitness consumption revenue model to a "competition, training, entertainment, experience income + return on investment" model. Specifically, relying on the national independent innovation demonstration area, small business entrepreneurship base, the university science park and favorable conditions, such as colleges and universities in sports supply optimization and the structures, low cost, convenience, total factor, open all the space, to engage in sports innovative entrepreneurs to provide a good condition at the same time, bring space and opportunities for sports industry transformation and upgrading.

3.3. Change the Service Platform and Service System of Sports Industry

By using the knowledge and technology of new information technology, a sports service platform based on new information technology is established to implement dynamic management of people's physical health, sports participation and amateur exercise. With the help of the front-end data collection sensor equipment through the server background algorithm and GPS positioning, to send people the exercise load, physical condition, movement track and other data. People can arrange the amount of exercise according to specific conditions and quantitative data, exercise scientifically, avoid sports injuries, and provide sports prescription and accurate exercise guidance to people in need. People can also obtain the sports information and knowledge they are interested in on the platform for self-learning, as well as realize competitions and exercises between people. With the help of new
information technology, better sports experience and effective sports service mechanism can be formed to attract more people to participate in sports.

Relying on the new information technology, the sports industry can establish a smart service system, supplement the government-led sports service system, and play different roles in the socialization service. Need to promote the sports industry "health payment" wisdom, of leisure fitness, sports sports consumer needs guidance, equipment, facilities and data value service organization set at an organic whole, and set up their own intelligence service system as the correspondency of online and offline activities, sports industry and finance service chain material, capital and information flow, gradually form sports Internet ecosystem, promoting the sports industry to the path of symbiotic, mutually beneficial and win-win.

4. Structural Transformation of Sports Industry Development under the Background of New Information Technology

4.1. New Information Technology to Create a New Sports Industry Competition System

Under the background of new information technology, the structure of sports events will undergo great changes [6]. The ontology, subject, media and carrier of the event, that is, the competition itself, athletes, communicators and venue facilities, will undergo comprehensive and profound changes [7]. The event itself will be networked. With new information technology combined with people's fitness needs and enthusiasm for new media social platforms, the event team will establish an official website, open a microblog and a WeChat public account, and inject new vitality into the traditional sports through network gathering, self-monitoring and WeChat printing. In the face of the leapfrog development of information technology, people mainly know their favorite athletes and sports stars through the Internet, television, newspapers and other media. Similarly, athletes and sports stars also rely more on the media to convey their image, charm and spirit to people. The event media will be interactive, which is a key word in the core position of new media. The event media will broadcast live through the Internet, forming an "input-feedback-output" media interaction mode with the audience.

The carrier of the event will be intelligent. In the era of super data, the carrier of the event will be smart wear. Sports smart wearable devices are built based on the ideas of mini mobile phone and PC, following the thinking path that has evolved from PC Internet to mobile Internet to understand intelligence and understand sports industry. At the same time, competition products have undergone profound changes, the competition value chain has been extended, and the online and offline services of the competition have been continuously innovated.

4.2. New Information Technology Innovation Sports Industry New Technology System

Under the background of new information technology, sports technology will bring a wide range of new technology products research and development and application, sports industry technology products will also continue to innovate. Virtual reality technology enables sports to get the first perspective of feeling, watching the game experience and practice the real scene to achieve the best; big data technology brings professional analysis and application to sports projects and provides more advanced event services. It is possible for mobile Internet aggregation communities to lock fans for sports events or projects; the construction of intelligent stadium management system provides integrated services for information aggregation, pricing and reservation of stadium facilities. The widespread use of smart wearable devices will transform sports products and equipment; through new information technology, on-call leisure and fitness services are realized [8]. The changes brought by the application of a series of new technologies will affect the development mode of sports industry and realize its innovative development.

4.3. New Information Technology Changes the New Consumption Structure of Sports Industry

Under the influence of new information technology, sports consumption structure presents balance and socialization, which will be the gathering direction of online and offline sports consumption. New information technology has gradually become a combination of sports consumers' expectations. New information technology will be widely used in people's sports and fitness field and outdoor sports
product sharing. Internet purchase and physical experience are two binary problems in the new information technology is gradually forming a balance, from the opposite to the unity. When almost all sports consumers with convenient network software, push the sports fitness and share on the net, to stimulate the curiosity of the people and consumption, sports consumption manifest social trends, buy sports products and sports fitness will gradually become a byproduct of sports consumption of social life, sports consumption brings out the "purchase - share - to buy" circulation chain reaction. The transformation and upgrading of the consumption structure of the sports industry means that the level of sports consumption has entered a new stage. The demand for sports consumption will expand, and the driving effect of sports consumption on economic growth will be more obvious. The change of the sports consumption structure will also drive the transformation of the development mode of sports and the product upgrading [9].

4.4. New Information Technology Brings New Business Trends to the Development of Sports Industry
Under the background of new information technology, sports industry has become a new investment trend. More and more internet enterprises have set foot in the sports industry, sports stars have also joined the sports entrepreneurship tide [10]. Therefore, it can be predicted that merger and acquisition funds related to the sports industry will continue to emerge, and will lead to the reform of the capital management model of the sports industry, and the sports industry sector is expected to produce tens of billions or even hundreds of billions of enterprises. Under the background of new information technology, the sports industry will have great development era, the sports industry will also create belongs to own the IP, the operation management of the event, wisdom, physical reservation, intelligent instruments, sports social entertainment, mobile business platform, such as sports training, sports experience economic, wisdom and sharing economy new business trends [11].

5. Conclusion
Overall health and a better life are the value demands of human beings for sports reflected in the information age of science and technology. With the continuous improvement of people's living standards, the awareness of sports fitness and a better and healthier life is stronger and stronger, and the demand for sports is also growing. However, at present, the in-depth integration of the development of sports industry and new information technology is not enough, and the power of new information technology is not used to promote its development. The sports industry needs to build a new industrial ecosystem and business model with the help of new information technology, so as to catch up with the current excellent development wind of the sports industry, gain more people's favor, and effectively improve its core competitiveness [12]. To accelerate the development of sports industry, it is necessary to analyze more deeply the opportunities and challenges it faces under the background of new information technology, and put forward more specific operational development countermeasures.

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