

# **Research on Transformation and Upgrading of Leisure Sports Industry Structure in Pu'er City from the Perspective of Regional Economic Development**

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**Keywords:** regional economy; Pu'er city; leisure sports industry; transformation and upgrading

**Abstract:** Under the influence of the new economic normal, the sports industry will inevitably occupy a place in the regional economic transformation. Pu'er City has unique advantages in location, resources and culture. It vigorously develops the leisure sports industry, which not only follows the footsteps of Yunnan's regional economic development, but also complies with Pu'er's green development concept. This article analyzes from the perspective of regional economic development, and takes the leisure sports industry of Pu'er City as the entry point of the study. By analyzing the internal connection between regional economic development and leisure sports industry, it provides effective suggestions for the structural adjustment of leisure sports industry in Pu'er City.

## **Introduction**

The regional economy is a spatial system of a national economy, which mainly studies the laws of economic activity from a spatial perspective. Regardless of the sector (industry) and stage of development of economic activity, it must be implemented in a certain regional space. Based on this, people must inevitably recognize the leading role of regional economic development and place the leisure sports industry in the spatial dimension of the regional economy, in order to reflect the regional characteristics and better solve the regional economic imbalance problem. The extent of regional economic development affects regional related construction, and it must not be excluded from the overall development of the society. As the current important industry driving economic growth, the leisure sports industry pays attention to its relationship with all aspects of society, so as to achieve consider the regional economic and social development, and seek coordination for the structural adjustment of the leisure sports industry. It can be seen that in promoting the development of the leisure sports industry, Pu'er should pay more attention to the linkage with the regional economic development, and provide a broader development space for the transformation and upgrading of the local leisure sports industry.

## **1. The impact of leisure sports industry on regional economic development**

### **1.1 The impact of increasing leisure sports consumption**

With the development of regional economy, the structure of leisure sports industry in Pu'er City is also constantly adjusting, and the consumption generated in this context must be part of social consumption. Under the influence of the green development concept of Pu'er City, the local government attaches great importance to the construction of leisure sports industry. Not only does it combine the advantages of the local natural environment to derive many unique leisure sports activities, the local government has also formulated a number of policies to support the development of the leisure sports industry. Against the background of continuous improvement, the leisure sports industry in Pu'er not only attracts a large number of foreign tourists, but also makes local people gradually realize the intrinsic value of leisure sports activities. Based on this, people are more willing to actively participate in leisure sports activities, which directly drives the level of leisure sports consumption in Pu'er City, making the development of leisure sports industry

flourishing. Due to the influence of the economic structure of Pu'er City, the local physical consumption level is significantly higher, accounting for 78% of the overall consumption ratio, while labor consumption obviously has a large gap with this. It can be seen that the leisure sports industry can satisfy people's consumption desires, and is also in line with the situation of people's consumption in kind. Nature and related industries have a mutual promotion effect. For example, the colorful Yunnan National Fitness Games held in Pu'er City directly contributed to the skyrocketing sales of local sporting goods. It is precisely because Pu'er attaches great importance to the construction of the leisure sports industry in order to make full use of industrial advantages to radiate the continuous growth of the benefits of surrounding industries. When the leisure sports industry and the related physical economy have a linkage effect, the regional economy has become significantly improved. Under the influence of Pu'er's adherence to the "Healthy China" development strategy, it continued to improve the lives of the people, actively implemented the policy of benefiting the people by sports, and carried out the national fitness activities. Accelerate the construction of sports infrastructure and provide more free and open sports venues for the masses. Not only that, in order to expand the impact of leisure sports activities, Pu'er City has built many provincial normal schools, including not only traditional sports, but also successfully organized youth sports games, attracting more youth to participate in leisure sports, continue to expand the scope of leisure sports. It is precisely because the influence of leisure sports in Pu'er City is gradually expanding, and the resulting industrial cluster effect is more obvious, which can better meet the needs of the dynamic development of regional economy and form a virtuous circle for stimulating regional economic growth.

## 1.2 The impact of accelerating leisure sports brand building

To truly increase the influence of Pu'er's leisure sports industry, Pu'er must inevitably accelerate the brand building of local leisure sports activities. First of all, Pu'er City starts from the perspective of publicity, focusing on the local environment and ethnic characteristics. While attracting more people to experience leisure sports here, it can also attract more investment for the construction of local leisure sports, so Pu'er City is building leisure sports in the process of branding, there will be more financial support to achieve leapfrog development. Secondly, the local area should first ensure that leisure sports can be popularized locally, and then build a good reputation through the construction of quality leisure sports activities. In 2019, there are 4 leisure sports in Pu'er City, shortlisted for quality events, Jiangcheng China-Laos-Vietnam Lost Packet Carnival, Menglian County Ten Thousand People Fish Catching Competition Series Activities, Pu'er City Thousands Team Popular Volleyball Competition and Pu'er Tropic of Cancer The fishing competition not only moved to a broader stage, but also showed the charm of local leisure sports activities to the people all over the country. It is precisely because of the local construction of high-quality leisure sports activities, which also has a positive impact on the development of other projects. It also accumulates more popularity for the leisure sports activities in perfection and provides a multidimensional perspective on the overall innovation of local leisure sports activities. Finally, after the local leisure sports brand has a greater influence, it also affects the development of the local sports goods market. According to the survey, Pu'er not only invested in leisure sports projects, but the total investment in stadiums and fitness equipment is also rising. This is why the types and quality of local sporting goods are better, which has laid a solid foundation for the continuous expansion of economic benefits. Accelerating the construction of leisure sports brands in Pu'er City also has a considerable positive impact on the development of the surrounding economy. In the process of publicity, the new media industry and the arrival of foreign enthusiasts will be used to directly promote the development of the local accommodation industry and larger sports events. The undertaking also has a greater impact on the development of the local radio and television field. A scientific and feasible economic development plan is not formulated based on imagination, not only to examine the local internal development conditions, but also the external environment. Therefore, as far as the regional economy is concerned, integrating resources and innovating technologies are the fundamental driving forces for sustainable development. On this basis, the

leisure sports industry in Pu'er City must not only follow the guidance of the regional economy, but also pay attention to the internal connections between industries, so as to ensure the stability of the structure of the leisure sports industry, so that the region can be truly realized in the process of continuous exploration sustained economic growth.

### 1.3 The impact of increasing employment opportunities in the leisure sports industry

The development of the regional economy must also adhere to the principle of the unity of commonality and individuality. In the process of improving the regional economic construction, it is necessary to closely follow the overall development trend of the country and then adjust according to regional differences. In the context of the current severe employment situation, the solution to the problem of talent employment must also be an important factor affecting regional economic development. Based on this, the development of the leisure sports industry in Pu'er City has alleviated local employment pressure to some extent. Because the local government attaches great importance to the development of the leisure sports industry, it has issued many powerful policies to support the development of the leisure sports industry. Under this precious opportunity, many outstanding talents have exerted their innovative capabilities and started their own businesses with the support of the policies. Not only solve the problem of their own work, but also provide employment opportunities for more people. In particular, the development of the leisure sports industry in Pu'er City is in good shape, and the level of new projects is endless. There is still a lot of room for increase in the indirect jobs provided. When the employment problem of the people in Pu'er City was resolved, the government's pressure was effectively reduced, and the harmony and stability of the society was promoted on the basis of improving the residents' well-being. Pu'er City fully utilizes the advantages of the sports and cultural departments, not only to build multiple basketball courts, but also to build hiking trails and cycling trails. Whether it is the construction and maintenance of stadiums or the management after it is put into use, it requires special personnel to come Maintenance, the jobs provided can naturally change the local employment environment. When the people in Pu'er City have a broad employment environment, people will fulfill their duties in their jobs in order to achieve self-worth and maintain their own livelihood, etc. Multiple talents can also boost local economic growth. Taking the development of the leisure sports industry as the main line, on the basis of stimulating the employment of local people, it will effectively alleviate the employment pressure of Pu'er City and promote the healthy development of the regional economy.

## **2. The development advantages of Pu'er leisure sports industry from the perspective of regional economic development**

### 2.1 Policy advantages

In order to create a good development environment for the development of leisure sports activities, Pu'er City has issued many relevant policies to guide the development direction of the local leisure sports industry. Under the guidance of the "Pu'er National Fitness Implementation Plan", Pu'er City advocated national fitness, not only organized a variety of sports activities, but also built many related construction sites, such as the "Hundred Secret Horses" beautiful rural marathon, the whole country Taekwondo competitions, etc. The successful holding of these excellent events has elevated the development of leisure sports activities in Pu'er City to a new level, while also accelerating the construction of local sports infrastructure, resulting in a large fitness boom. In order to improve the guarantee policies for the development of local leisure sports, the "Pu'er City Implementation Plan for Further Accelerating the Development of the Cultural Industry" was issued, which combined with the specific local development situation, worked out a system that is more in line with the current situation to ensure the development of leisure sports more perfect. With the support of this policy, the linkage effect of the leisure sports industry in Pu'er City is more obvious. In the process of developing the leisure sports industry, the previous development focus is shifted, and the project of cultivating the combination of national culture and

sports is placed first, in order to ensure the local continuous innovation of sports projects can really improve the brand competitiveness of leisure sports in Pu'er City, and it can also enrich the content of the local leisure sports industry. People can have a clearer understanding of the local ethnic culture when participating in leisure sports activities. It has stimulated the construction of local cultural resources and played a positive role in the integration of local ethnic resources. The essence of regional economic development is to continuously improve the regional competitive advantage, and mutual promotion and complementarity between regions is an important guarantee for maximizing economic benefits. Therefore, although competition will inevitably occur in the leisure sports product market in Pu'er, only by strengthening cooperation in the competition can the overall development of the regional economy be guaranteed. In this regard, Pu'er City promulgated the "Implementation Opinions on the Implementation of Comprehensive Law Enforcement Reform of the Cultural Market of Pu'er City", which aims to ensure the continuous improvement of the order of the cultural market and avoid affecting the research and development of subsequent projects due to the inadequate development of cultural resources. From the perspective of regional economic development, the development of Pu'er's leisure sports industry must inevitably focus on combining with other industries, and in the process of development, attract investment to achieve industrial integration and development.

## 2.2 Location advantage

Pu'er City is located in the southwest of Yunnan Province, bordering Honghe and Yuxi in the east, Xishuangbanna in the south, Lincang in the northwest, and Dali and Chuxiong in the north. It borders Vietnam and Laos in the southeast, and Burma in the southwest. Under the influence of the local terrain, most of the region is mountainous, with abundant forests and water resources. In addition, the local area has a subtropical monsoon climate with a high negative oxygen ion content and an average annual temperature of 15-20.8 °C, which is very suitable for people to live in. It is precisely because of the obvious advantages of the Pu'er urban area that convenient transportation can provide a strong support for the leisure sports industry, and can meet the needs of regional economic cross-regional development in the process of developing the leisure sports industry. For example, the China-Laos-Vietnam Three-Pack Carnival is one of the important sports and leisure activities in Pu'er City. It is held every two years and is held in turn among the three countries. It is precisely because of the unique geographical advantage that this event is provided for local events. The possibility of practice has made the cultural exchanges between the three countries smoother. On the basis of enhancing the friendship between the three countries, it has also promoted economic development. As the main body of regional economic development, people must rely on their subjective initiative in the process of development, but people must rely on natural resources in the process of economic construction. Under the current thorny natural resource issues, Pu'er adheres to the concept of green development and develops the leisure sports industry in conjunction with the specific local conditions. On the one hand, local resources can be used reasonably to meet the needs of regional economic transformation; on the other hand, to vigorously develop the leisure sports industry can reduce the loss of resources, better protect non-renewable resources, and convey the concept of green development to people while ensuring economic benefits, making people aware of the importance and urgency of resource protection. Based on this, Pu'er City has not only realized the rapid transformation of the leisure sports industry, but also further realized the requirements of the scientific development of the regional economy, and driven the continuous improvement of urban construction with innovation.

## 3. Conclusion

In summary, the development of the regional economy has pointed out the direction of the development of the leisure sports industry in Pu'er City, and the improvement of the structure of the leisure sports industry can effectively drive the regional economic growth. Therefore, in the process of adjusting the structure of leisure sports in Pu'er, it is necessary to speed up the construction of local sports infrastructure, but also to strengthen the ability to undertake sports events, but also to

ensure continuous innovation in leisure sports projects, we must pay attention to the local culture Internal connection, only in this way can we truly deepen the internal connection with other industries, achieve deep integration with sports-related industries, further improve the leisure sports format of Pu'er City, and provide strong support for the realization of a virtuous circle of regional economic development.

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