



Research on the countermeasures for the sustainable development of sports economy in Ukraine

Liu Ziming¹, Kharchenko T O²

¹ Department of Public Management and Administration, Sumy National Agrarian University, Henan Institute of Science and Technology, China

² Senior Lecturer, Department of Public Management and Administration, Sumy National Agrarian University, Ukraine

Abstract

Sports economy industry is a highly valued industry all over the world. Sports economy industry can not only improve the physical quality of the people, but also bring the economic growth of the automatic country. With the continuous development and progress of all aspects of society, the social requirements for the development of sports economy are becoming more and more relevant. Sports economy industry is widely attached importance to all countries in the world. The development of sports economy industry has many meanings, which is not only conducive to improving the physical quality of the people, but also can promote the development of national economy. In recent years, the sports economy industry in Ukraine has developed rapidly, whether it is the production industry of sports products, sports media, sports tourism, or the construction of sports facilities, the popularization of sports has been developed. The sustainable development road is the road that the sports industry must take, only in this way can the sports industry continue to develop and develop into a new industry to promote economic growth. Of course, some problems will be encountered in the development of sports economy, and the countermeasures for the sustainable development of sports economy are put forward.

Keywords: sports economy; sustainable development; research countermeasures

Introduction

The concept of sustainable development is a new concept of development, which combines the present development with the future development. It changes the development mode of extensive economy and transitions to intensive economic development mode. The concept of sustainable development harmonizes economic development, environmental protection and resource conservation, laying the foundation for the long-term development of social economy and human beings. The development of sports economy plays an important role in the development of socialist market economy. Therefore, it is urgent to actively promote the innovation and reform of sports economy in the process of modern economic development, which can ensure the sustainable development of sports economy in China. The government advocates the strategic decision of vigorously developing cultural industry, and in order to develop cultural industry, sports economy is an essential part of it. To promote the innovation and development of sports economy in an all-round way but also improve the overall quality of the people.

Connotation of sustainable development.

Sustainable development refers to common development, coordinated development, fair development and efficient development. The earth is a complex system. Because the system has integrity, there is a relationship between each subsystem or subsystem, and they all interact and influence each other. What sustainable development wants to achieve is the overall development and the coordination between them. The sustainable development of sports economy can be understood not only as the sustainability of the development requirements of sports itself, but also as the

important role of the sustainable development of sports economy in the sustainable development of other subsystems. Secondly, the concept of sustainable development is a new concept of development, which combines the present development with the future development. It has changed the former extensive economic development model and gradually transitioned to the intensive economic model.

The need for sustainable development of Ukrainian sports economy.

Sports economic industry refers to the organic combination of mass sports activities and related economic behavior. Such as stadiums, sporting goods, sports insurance, sports tourism, sports advertising and so on. With the rapid development of social economy and the improvement of residents' living standards, people's living standards have also been guaranteed, and they have begun to pay attention to their own health and exercise. Therefore, exercise is the primary goal of people's choice. In recent years, with the enthusiasm of this kind of people to participate in sports activities, the sports economic industry has gradually which has played a decisive role in the development of social economy. Therefore, it is necessary to transform sports economy industry into sustainable development industry.

The Market Pull Ability and Foreign Exchange Income Effect of Sports Economy.

Sports industry brings prosperity to the national economy, and the development of sports economy means the expansion of wealth to some extent. Especially when holding large-scale international sports events, this will promote the economic development of our country and related regions. Sports goods and sports

derivatives market continues to expand, become an important driving force for the development of market economy. Large-scale international sports activities are also trade activities between countries, and the ability to earn foreign exchange is very strong. And has certain monopoly ability. The development of inter-state sports events is also an economic activity, which creates income for local economy and brings considerable income for local development.

1. **Industrial Linkage and Employment Effect of Sports Economy.** Sports industry has certain location advantage, In one region, economic growth cannot be separated from the support of the people and other domestic industries. The development of sports economy also drives the sustainable development of other industries. Sports industry can be described as "sunrise industry ", has great development potential and development space. Outstanding contribution to the development of national economy, which makes the sports industry to other industries. Of course, the sports industry can not only promote the development of other industries in China, but also provide more labor jobs for the society, which can relieve the pressure of employment.
2. **Humanistic Effect of Sports Economy.** The economic development of sports industry is also the development of national physical quality. Exercise can improve the quality and productivity of workers. At the same time, the improvement of human physical quality also represents the improvement of national strength in a certain sense.

In a word, the sports economy industry has gradually grown into an important part of the national economy. Many enterprises have gradually penetrated into the sports industry, and sports economic industry interactive growth. In order to build the sports industry into an industry that can contribute to the development of national economy for a long time, we must adhere to the road of sustainable development. Therefore, building the sports industry to become a sustainable development industry has become a very necessary thing.

Problems existing in the development of sports economy **The policy support is insufficient.**

In recent years, more and more aware of the importance of developing sports economy and sports industry, also took a lot of positive measures to improve, but still insufficient, not like developed countries play an obvious role, in developed countries, the government will give policy tilt, to build the stadium can enjoy land acquisition and low-interest loans, the venue economic income and organization donation, can be reduced.

The bondage of the old sports system.Sports events also follow the operating rules under the planned economy system, They are all done by the National Sports Commission, Funding is also based on state funding, Form a planned operation mode, Overall, Lack of incentive market economy for the sports industry, Of course, There were also some attempts at the reforms, Attempts to shift the dominance of sport from government to enterprise, Making it with some positive market economy, But the reform did little to work, It is difficult to fundamentally reduce the

constraints of the planned economy to the development of the sports industry, For the moment, Sports economy will still be affected by the traditional system in the process of development, Although this is only to a very small extent, But it is still not allowed to ignore it.

The awareness of sports consumption is weak.

Sports consumption market is the only way to develop the sports industry, people's consumption concept is also bound by the traditional economic system, people have not established a connection between sports and economy, especially the two in the economic field, weak make people's awareness of sports consumption to a certain extent, consumer consumption of sports only stay on the low level of welfare, has not to the high level direction of market.

There is a shortage of management and sports talents.

No matter the development of any industry needs talents with relevant professional background. In modern society, the competition of comprehensive strength between enterprises and countries is the competition of talents to a large extent. Sports industry, the development of sports economy is also inseparable from talents, but also must be the talents with many excellent qualities, not only sports, but also have to understand economics and management professionals. In reality, engaged in production and sales personnel, engaged in management and management talents relatively few, and industry internal scientific research, development, innovation source power, cause the development of the industry lack of due vitality, no scientific management team, to a certain extent hindered the rapid development of sports economy.

The Countermeasures of Sustainable Development of Sports Economy.

Reform of traditional institutions

Actively establish the association between sports and enterprises, try to change the sports economy, sports industry from the government to enterprises, introduce the positive factors of the market into the sports economy, and change the situation that the sports industry is dominated by the government. At the same time, it is also necessary to formulate a more perfect strategy for the development of sports economy, standardize the direction of sports development, formulate a blueprint for the development of sports economy, and make sports economy more suitable for the development law of market economy. Enhance the market competitiveness of sports economy.

Strengthen the government's attention and support.

Relevant government departments should formulate and improve sports investment laws and regulations in order to better protect the vital interests of sports investors and give preferential policies. In order to promote the sustainable development of sports economy, appropriate preferential treatment should be given under the premise of complying with laws and regulations.

Improve the quality of sports management personnel.

In order to promote the sustainable development of sports economy, we must cultivate all kinds of high-quality talents with management and management, attract more talents to join the sports industry, especially some high-quality

professionals. At the same time, we should strengthen training for the existing sports industry practitioners, learn from the advanced management experience of other countries, and cultivate a versatile and high-quality talents who are proficient in sports, economy and management, which can better promote the sustainable development of sports economy.

Improve the market system of sports economy and promote the industrialization of sports.To develop sports economy, we must cultivate our own sports brands, promote the industrialization and commercialization of sports, innovate sports development strategies, and cultivate well-known sports brands. We should not only seize the domestic market, but also strive to open up the international market.

Conclusion

Under the environment of rapid economic development in the world, the development of sports economy is becoming more and more important. All countries also attach importance to the construction of sports industry. According to the knowledge and understanding, the countermeasures for the sustainable development of sports economy are put forward to promote the development of national economy. However, due to lack of experience, some opinions or inaccuracies, I hope that the majority of sports economic researchers to give criticism and advice.

Reference

1. Takayuki Hata , Masami Sekine.Olympic Education as an Intergenerational Relation of the Third Degree [J].Physical Culture and Sport.Studies and Research, 2009, 47(1).
2. Zbigniew Dziubiń ski.Deviant Behaviour in Competitive Sport [J].Baltic Journal of Health and Physical Activity, 2009, 1(2).
3. Nenonen S, Storbacka K, Freshet-Bentham C. Is your industrial marketing work working? Developing a composite index of market Change. Industrial Marketing Management,2019:(80):251-265.
4. Feng Ping. Analysis on the Countermeasures of Sustainable Development of China's Sports Economy [J].] in China Sports time and Space in china, 2012, (11).
5. Dong Xinguang.A strategic choice for China's mass sports development in the next 10 years [J].Sports Journal,2009:16(6):6.(in China)
6. Feng Ping. The Influence of Sports Economy on China's Economic Development and Its Coping with it [J].Contemporary Sports Technology,2013(3):79-80.(in China)