

How Can Sports Market Access Principles Standardize and Empower the Development of Professional Sports Industry

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Abstract. The development of professional sports needs institutional policies to regulate, and correct and reasonable access rules can regulate and empower the development of professional sports industry. The development of sports industry is inseparable from the principle of access. At present, the offensive of Jinyuan football is weakening step by step, and the clubs that used to spend heavily have lost their financial power in the past. In the context of the current depression, more and more clubs cannot pass the rules of access and thus lose the qualification of the Chinese Super League. What kind of access principle is more matching with the current environment and can promote the development of the league is worth thinking about. Understand the law of the operation and development of sports industry and the significance of sports market access principle to the league Why sports market access principle can standardize and empower the development of professional sports industry.

1 Introduction

The development of professional sports needs institutional policies to regulate, and correct and reasonable access rules can regulate and empower the development of professional sports industry. The development of sports industry is inseparable from the principle of access. The rapid development of sports social organizations is an indispensable and important part of china's sports cause, and the admission of sports social organizations is the beginning of the legal identity of sports social organizations [1]. Reasonable access to sports organizations can well promote the progress of sports industry. Taking the chinese super league as an example, the current offensive of jinyuan football is gradually weakening, and the clubs that once spent heavily have lost their financial power in the past. In the context of the current depression, more and more clubs cannot pass the rules of access and thus lose the qualification of the chinese super league. What kind of access principles are more compatible with today's environment and can better promote the development of the league? Why the current chinese super league has lost the vitality and attention of the past, and what aspects should the league promote development from? Understand the law of the operation and development of sports industry and the significance of sports market access principle to the league why sports market access principle can standardize and empower the development of professional sports industry.

The principle of sports access is to improve the effective supply level of the sports industry on the premise of ensuring the healthy development of the sports market through a series of audits and norms. The

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Sports industry refers to the economic activities with sports as the core content, sports products and services as the main business object, and market mechanism as the main adjustment means. Developing the sports industry is an important way to improve the level of social civilization, improve the level of people's health, and promote high-quality economic development. In october 2021, the general office of the state council issued the guiding opinions on accelerating the development of the sports competition performance industry, proposing to cultivate a number of sports competition performance brand activities with international influence and competitiveness, and build a sports competition performance industry cluster with wide influence. And how to create the right access principle is the most important issue.

2 Current situation

The sports industry is a part of the socialist market economy in China which is the comprehensive performance of the country's comprehensive strength and the improvement of the national living standard. Government departments attach great importance to the development of sports health industry and have successively issued relevant policy documents [2]. As one of the important contents of the modernization of the national governance system and governance capacity, how to regulate and empower the sports industry based on the principles of sports market access has become an

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urgent problem to be considered and solved in China's economic and social development. Sports industry has a strong openness, access management is the basic principle. The sports industry has a strong openness, social capital and extensive participation of the public are its important characteristics, but also bring it a strong risk. In order to ensure the healthy development of the sports industry, in accordance with the requirements of the Opinions of The State Council on Promoting National Fitness and Sports Consumption to Promote the high-quality Development of the sports Industry (Guofa (2020) No. 30), the State has formulated the management measures for sports market access and the supervision mechanism during and after the event.

Professional sports market access system not only improves the institutional basis of professional sports market supervision, but also provides institutional guarantee for the healthy development of professional sports in China. It is more conducive to optimizing the professional sports market environment, overcoming the lack of demand in the professional sports market, attracting more social capital, encouraging and guiding the long-term investment behavior of clubs, regulating the behavior of the suppliers in the professional sports market, and promoting the healthy development of the league [3]. Sports access management involves multiple aspects. It is an important part of sports access management to fully grasp the principle of sports access, and its purpose is to promote the healthy development of sports industry. It includes not only the management of the admission of the main body of sports activities, but also the management of the admission of sports business projects. It includes not only the management of sports professional qualification admission, but also the management of sports competition performance activities and mass sports activities subject qualification. It includes not only the qualification admission of sports business units, but also the qualification admission of other business organizations. It includes the management of national administrative license and administrative examination and approval projects, as well as the non-administrative license examination and approval and qualification recognition management of social

3 Problem

The main point of this paper is that the access system enables the development of sports industry. The entry system of the league should strictly review the club qualification from the aspects of club competitive standards, economic and financial standards and governance structure standards, etc., to ensure that qualified clubs enter the league and compete effectively [4]. The research object is the Chinese Super League, an open league with promotion and relegation system, and the entry mechanism of mainstream European leagues. Although there is a gap between the two in economic benefit and operation efficiency, the industrial development trend of the two has something in common to some extent. The Chinese Super League originated from the A-League in the last century, and its

development history is shorter than the five major leagues in the West, and it still has not reached a stable and effective state in the system. When ordinary clubs face bankruptcy crisis and lose access qualification, if conditions permit, there are suitable conditions and correct ways, they can continue to attract investment by seeking government help or actively seeking third-party assistance to a certain extent. It can refer to the reform of state-owned enterprises, through the name of the government to take over the guarantee. Professional sports clubs occupy certain resources in the market. Sports competition market should follow the law of market economy and allow market players to enter. However, the current management system can lead to the concentration of resources in sports administration. Under the background of economic globalization and football marketization, monopoly increasingly hinders the formation of competitive market. In order to better adapt to the trend of marketization, China promulgated the Anti-Monopoly Law of the People's Republic of China in 2007. Its emergence has had a strong impact on the monopoly of the Chinese Football Association Super League (hereinafter referred to as "Chinese Super League") [5]. Departments and sports associations form monopolies, which leads to barriers to entry in the professional sports market. At the same time, the sports market is also a monopolistic market, and new clubs are also facing high entry barriers and cannot freely enter the professional sports market. It is mainly due to various conditions that make it difficult to enter the Internet, including: the cost of new stadiums, the restriction of broadcasting contracts, the saturation of city and city teams, and the loyalty of fans to the teams [6].

Today, the entry criteria for the new season of the Chinese Super League are also different from the past, which requires clubs to have at least six youth teams of different age stages in addition to having a Chinese Super League team. In the context of the league environment, the industry management department brewing policy adjustments, in fact, is also to maintain the "ecology" of the league, to help the club to ensure that it has the right to participate in the competition, and to promote the survival of the fittest league and club players. The Chinese Super League has further relaxed the number of foreign players playing at the same time, from four to five in 2023, promoting the survival of the fittest players. In addition, the title of the first team and the echelon of professional clubs at all levels will be relaxed, and the title of the first team and the echelon can be distinguished. To a certain extent, it is to help the club achieve "open source", facilitate the club's investment promotion, and facilitate the club's operation or economic situation to get further assistance in the financial issue so that it can stay in the Chinese Super League. On the other hand, it also maintains the stability of the league environment, enhances the influence of the Chinese Super League and the audience's confidence in the development of the league. In the new season, the Chinese professional Football League, which is dominated by the Chinese Super League, will most likely implement a new Under-21 local player policy. The original intention of the Chinese Football

Association and the Chinese Football Association Preparatory Group to promote the club to explore and cultivate new people through relevant measures is worthy of affirmation. In the final analysis, the purpose is for the development of Chinese football, in the intercontinental league and even the world league to have better results and higher influence. However, different levels, different clubs of the same level of equity allocation, economic foundation and strength, operation model and investment focus in the past are different, their talent reserves are also different. Some clubs may have greater difficulties in implementing the new U21 rules. The plan shows that the Chinese Super League and the club should each register five local U21 players in the new season, and the Chinese Super League U21 players must be registered in the club for more than 4 years, which is undoubtedly a great test for the Chinese Super League clubs. But in fact, it is also "forced" clubs attach importance to youth training and young talent training and reserve. It can be seen that in strictly regulating the system and maintaining the interests of the league, the Chinese Football Association also needs to carefully consider other factors, or at the same time, or actively explore the "balance" between the two points of the Chinese Football Association can narrow the gap between the rich and poor clubs. Adjusting the revenue-sharing system to increase the income of each club; Learn from the income and expenditure policies of European clubs and restrict blind spending to improve the competitive balance of the Chinese Super League [7].

4 Comparison of the Chinese Super League and the Bundesliga

The difference between the Chinese Super League and the Bundesliga is in Table 1. Then focus on the mainstream European Bundesliga league, the Bundesliga league as one of the healthiest leagues in the world, in the past few years has also been affected by the epidemic, in the admission principle of the epidemic period, the Bundesliga league will be the economic status as the assessment content. At the same time, the Bundesliga suspended the sanction of deducting nine points in insolvency proceedings. In the licensing inspection procedure for the current season, the financial flow of the club will be examined instead of the financial flow of the club for the next season. The Bundesliga has also set up a working group to help clubs improve their financial stability, which already has the highest standards in many areas of senior finance. An important infrastructure group was formed that will also be part of professional football in Germany in the future. Bundesliga clubs pay great attention to the balance of salaries within the team, and most Bundesliga clubs pay great attention to the balance of payments. As a result, many teams will give up big-name players such as Shaheen who seek high salaries in order to keep the salary structure balanced. This leads to many fans will subconsciously feel that the Bundesliga stars are not many, but many big stars are tempered in the Bundesliga before becoming world famous stars, such as Khedira,

Ozil, Klinsmann and so on. As one of the oldest leagues in Europe, the Bundesliga's biggest feature is that it is close to the people. The training bases of German clubs are usually in urban areas, fans are always free to watch training (as long as it is open), and it is easy to get autographs from players [8]. Therefore, the Bundesliga also has a good market, the Bundesliga to continue to increase brand influence, it will be easy to promote. The masses will only participate in this sport if they love it, and building a solid mass foundation is also an important factor in achieving good results. In this respect, the Bundesliga League and China's table tennis have the same wonderful. The shares of the Bundesliga team are also divided into two parts, a more part in the hands of the club, a less part is in the hands of the club members, generally referring to the fans who pay an annual fee, and it is basically impossible for foreign capital to fully obtain the controlling shares of the club. Bundesliga clubs will also have to live within their means to keep their finances healthy in the long run.

Table 1. Comparison of the Chinese Super League and the Bundesliga.

	Chinese Football Association Super League	German Bundesliga
Nature of league	Germany open league with promotion and relegation system	Germany open league with promotion and relegation system
league series system	Centralized management model	The club's ownership is tightly controlled by the government through a "50+1" policy
Operating Techniques and Strategies	It is still basically under the control of the football Association	Market-oriented management philosophy
profit model	It mainly relies on television	Diversification of income patterns

The CSL and the Chinese Football Association can also supervise the sports market and guide clubs to conduct business activities in accordance with the law and regulations. As a condition for the survival and development of the sports industry, the sports market plays a very important role in the operation of the sports economic activities [9]. It mainly includes: in terms of market access, through a series of reviews and norms, it controls the entry of market players that do not meet the requirements into the sports industry from the source; In terms of behavior supervision, through a series of audits and norms, the behavior of market entities that do not meet the requirements is controlled from the process; In terms of illegal punishment, through a series of reviews and norms, market players are punished from the result. At this stage, there are still some problems in the

construction of sports access management system in China such as the legislation level has not been introduced, the legal system is not perfect, the policy is lack of matching, etc., which need to be explored and improved in practice. In the long run, to promote the construction of sports access management system, the government can start from the top-level design, speed up the legislative process, constantly improve the relevant policy system, and speed up the construction of the "access + supervision" sports industry supervision system.

The rationalization of sports admittance principle will further promote the high-quality development of sports industry, which is of great significance to the economic and social development of China. Perfect the sports competition market system, reform the internal governance structure; Establish and improve the supervision mechanism and improve the supervision method[10].

On the one hand, in the current situation of economic development is stuck in the bottleneck, through the implementation of the sports access principle in line with the actual development situation, it will strongly support and guide all kinds of market players to participate in the development of the sports industry, play the decisive role of the market in the allocation of resources, and improve the effective supply level of the sports industry. On the other hand, the implementation of the sports access principle will further promote the implementation of the reform task of "delegating control services" in the sports field, further create a good business environment and market environment, and further stimulate market vitality and social creativity. Finally, the implementation of the sports access principle will further promote the formation of fair competition, open, orderly, efficient and transparent sports market environment and rules system, and promote the high-quality development of the sports industry.

5 Conclusion

The establishment of the ideal sports market access principle needs the concerted efforts of many parties. The government needs to maintain a certain level of support and increase market investment. At the same time, establishing and perfecting regulations and policies of sports market access will help Chinese sports market access to have a fair environment. Secondly, strengthen the investigation of sports market and specific marketing strategies. In the process of development, the access system of Chinese Super League has a variety of inconsistencies with market demand, which leads to contradictions in the access system. It is necessary to strengthen the investigation and analysis of the development state of China's sports market when formulating the access system, start from reality, seek truth from facts, and actively explore various sports markets based on a strategic perspective. And improve the efficiency of various departments, promote transparency, strictly grasp the problem of corruption,

create a good access environment from the root, and promote the development of professional sports.

The disputes caused by market access rules are increasing, and objectively there are certain obstacles. The countermeasures to perfect the admission system of sports competition market are to speed up the revision of sports law and perfect the market main body system. Based on the current economic development status, build a professional sports market access system framework that meets the requirements of The Times, and maintain an orderly competitive professional sports market environment. The incentive regulation method overcomes the problems caused by the traditional regulation administrative order and control, and is conducive to the regulation of the main body capacity building and the effective regulation of the club cost surge.

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