

# Exploration of the Synergistic Development Path of the Sports Industry and Economic Growth: A Breakthrough through Sports Event Operations

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**Abstract:** As an emerging driver of economic growth, the sports industry has been deeply integrated with regional economic development. Through mechanisms such as consumption activation, industrial integration, and optimization of factor allocation, sports event operations have shifted from a singular display of athletic competition to a multifaceted economic engine. This paper constructs five development paths: standardizing the improvement of event operations quality, expanding event consumption scenarios for broader development, advancing the integration of the event industry through synergy, innovating mechanisms for optimizing stakeholder cooperation, and amplifying the effects and radiating influence of events. These form a systematic framework for development. In the first half of the year, a city hosted over 500 sports events, and a coastal city's sports industry scale surpassed RMB 99 billion. The practices of typical cities validate the critical role of event operations in industry upgrading. The improvement of the government-business collaborative mechanism is an effective guarantee for the healthy interaction between the sports industry and economic growth.

**Keywords:** Sports Industry; Economic Growth; Event Operations; Synergistic Development; Industrial Integration

## 1. Introduction

Against the backdrop of economic transformation and upgrading, the sports industry has gradually become an important part of the national economy. As the core carrier of the sports industry, sports events are not only crucial platforms for the development of competitive sports but also powerful engines for economic growth. All regions are increasingly positioning sports event operations as key drivers for industrial upgrades and stimulating consumption potential. This has led to a development pattern where events promote industries and industries drive city prosperity. The relationship between the sports industry and economic growth has grown more complex, with traditional linear development models struggling to meet the demands of the new era. Sports event operations serve as the bridge connecting sports resources and market demand, and their development quality directly impacts the overall effectiveness of the sports industry. An in-depth analysis of the mechanisms of sports event operations and the construction of a synergistic development path for the industry is of great practical significance in promoting the flourishing of sports and unleashing new economic growth momentum.

## 2. Inherent Logic and Practical Demand of Synergistic Development between Sports Event Operations and Industry

The relationship between sports event operations and economic growth is complex and interactive, exhibiting multidimensional and multilayered synergistic development characteristics. Understanding the internal mechanisms of sports event operations and industry collaboration, and grasping their development requirements, is of great significance for constructing sustainable development models.

### 2.1 Inherent Logic of Synergistic Development between the Sports Industry and Economic Growth

The synergistic development of the sports industry and economic growth stems from their inherent unity in value creation, resource allocation, and market demand. The sports industry leverages events to stimulate consumer demand, driving the continuous expansion of related industrial chains. This creates a diversified industrial cluster, ranging from sports equipment manufacturing, venue construction and

operation, to sports services, and sports media. In this process, the upgrading of sports consumption promotes the optimization and adjustment of the economic structure, while the enhancement of economic development provides broader space for the sports industry. The sports industry has a significant multiplier effect, with every unit of investment in sports often generating multiple times the economic output. This amplification effect injects new momentum into economic growth. Simultaneously, the development of the sports industry can promote job creation, increase tax revenue, enhance city branding, and bring various benefits, aligning closely with economic development goals.

## ***2.2 Practical Demand for Sports Event Operations in Promoting Industry Development***

As the economy enters a new stage, traditional growth models face transformation pressures, and industrial structure adjustments have become an inevitable trend. Sports event operations, as a critical link connecting supply and demand, carry the important function of optimizing industrial layouts and unlocking consumption potential. Through event platforms, sports event operations can effectively integrate diversified resources and facilitate the flow of elements across industries and sectors. As the Healthy China initiative progresses, public awareness of sports participation has increased, and demand for high-quality sports services continues to rise, creating favorable conditions for the development of sports event operations. Sports event operations have a strong demonstrative effect, guiding social capital toward the sports sector and promoting the optimization of industrial resource allocation. Furthermore, the widespread application of intelligent and networked technologies provides strong support for the innovation of sports event operation models, significantly improving operational efficiency. Therefore, constructing a scientifically effective path for the synergistic development of the sports industry and economic growth has become crucial to meet the demands of the times and development needs.

## **3. Path Construction for Synergistic Development between the Sports Industry and Economic Growth**

Based on the core driving role of sports event operations, constructing the path for synergistic development between the sports industry and economic growth requires a comprehensive approach from multiple dimensions, including operational quality, consumption expansion, industrial integration, collaboration among stakeholders, and effect amplification. This will form a systematic framework for development.

### ***3.1 Standardizing the Improvement of Event Operations Quality***

As the economy enters a new stage, traditional growth models face transformation pressures, and industrial structural adjustments have become an inevitable trend. Sports event operations, as a critical link connecting supply and demand, play an important role in optimizing industrial layouts and unlocking consumption potential. Sports event operations effectively integrate diverse resources, facilitating the flow of elements across industries and sectors through event platforms. As the "Healthy China" initiative progresses, public awareness of sports participation continues to grow, and the demand for high-quality sports services continues to rise, creating favorable conditions for the development of sports event operations<sup>[1]</sup>. Sports event operations have a strong demonstrative effect, guiding social capital into the sports sector and promoting the optimization of industrial resource allocation. The widespread use of intelligent and networked technologies provides strong support for innovation in sports event operation models, significantly improving operational efficiency. Therefore, constructing a scientifically effective path for the synergistic development of the sports industry and economic growth has become crucial to meet the demands of the times and development needs.

### ***3.2 Expanding Event Consumption Scenarios for Broader Development***

The diversification of consumption scenarios injects new vitality into the sports economy. By breaking the limitations of traditional viewing modes, event experiences are extended into broader spaces. Commercial complexes, cultural districts, and tourist attractions have emerged as new consumption venues. The temporal dimension is equally important: pre-event activities build anticipation; interactive experiences during the event enhance participation, and post-event services extend the consumption cycle. This entire process forms a continuous consumption chain. Enriching content is another key direction: the sale of sports equipment, development of souvenirs, themed dining,

entertainment, and leisure services offer consumers more choices (as shown in Figure 1). The event consumption scenario expansion framework reveals a three-dimensional development pattern in space, time, and content. The integration of digital technologies has transformed traditional consumption methods, with emerging technologies such as virtual reality and augmented reality providing consumers with personalized and differentiated participation experiences. New consumption models, including experiential consumption, customized services, and membership-based consumption, are emerging to meet the needs of different consumer segments<sup>[2]</sup>. The optimization of the consumption environment is also crucial, with the establishment of rights protection mechanisms and the regulation of market order creating a safe and trustworthy atmosphere for consumers.

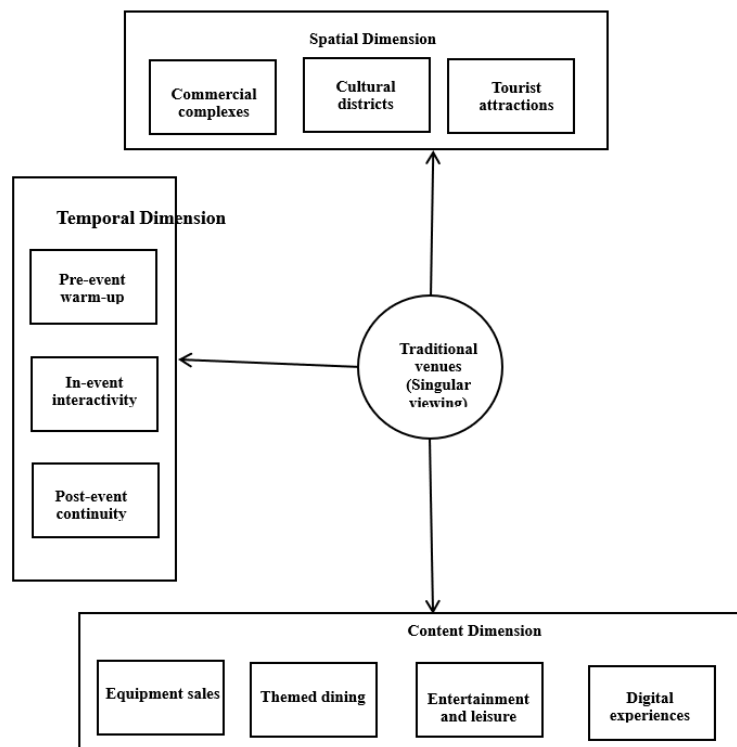


Figure 1 Event Consumption Scenario Expansion Framework

### 3.3 Advancing the Integration of the Event Industry through Synergy

Cross-industry integration has become a key feature of modern sports event development. The fusion of tourism and sports events has created new consumer hotspots. Premium sports tourism routes not only enrich the supply of tourism products but also achieve a reciprocal promotional effect between tourism and sports: "events promoting tourism and tourism boosting events." The infusion of cultural elements has added significant depth to events. The integration of local ethnic culture, historical heritage, and artistic performances with sporting events has enhanced their cultural value and spiritual connotations. The commercial service industry has found new growth points within event platforms. Traditional services such as dining, accommodation, shopping, and entertainment have expanded their businesses and improved quality through the influence of events<sup>[3]</sup>. The involvement of the technology industry has accelerated the intelligent upgrading of sports events. Cutting-edge technologies, such as 5G communication, the Internet of Things (IoT), and blockchain, have greatly enhanced the technological content of events. Emerging integrated models, such as "sports + finance" and "sports + media", have broadened the boundaries of industrial development. Professional training and education services have become a new highlight in industry integration, with youth sports education, vocational training, health management consulting, and other sectors closely integrating with sports events to achieve both economic and social benefits.

### 3.4 Innovating Mechanisms for Optimizing Stakeholder Cooperation

Collaboration among multiple stakeholders has become a key guarantee for the successful operation of events. The synergy between government, market, and society has formed a new governance framework. The government plays a crucial role in policy guidance and creating an enabling environment, while market players utilize their professional advantages and innovative capabilities. Social organizations provide supplementary services and perform supervisory functions. The enhancement of inter-departmental coordination mechanisms has dismantled traditional silos, with relevant departments such as sports, culture and tourism, business, and urban construction integrating resources to provide robust support for event operations. The model of government-business collaboration has evolved in various forms, including government service procurement, public-private partnerships, and franchising, each contributing to the activation of market dynamics. Industry self-regulatory bodies play a critical role in event operations, while platforms like event alliances and industry associations promote resource sharing and facilitate the exchange of best practices<sup>[4]</sup>. International exchange and cooperation are in an advanced stage, with learning from advanced concepts and management practices enhancing the level of events. Communication and coordination platforms ensure smooth collaboration, while regular consultation mechanisms effectively resolve differences and conflicts in the process. The reasonable design of profit distribution and risk-sharing mechanisms motivates all parties, ensuring stable and sustainable cooperation.

### 3.5 Amplifying the Effects and Radiating Influence of Events

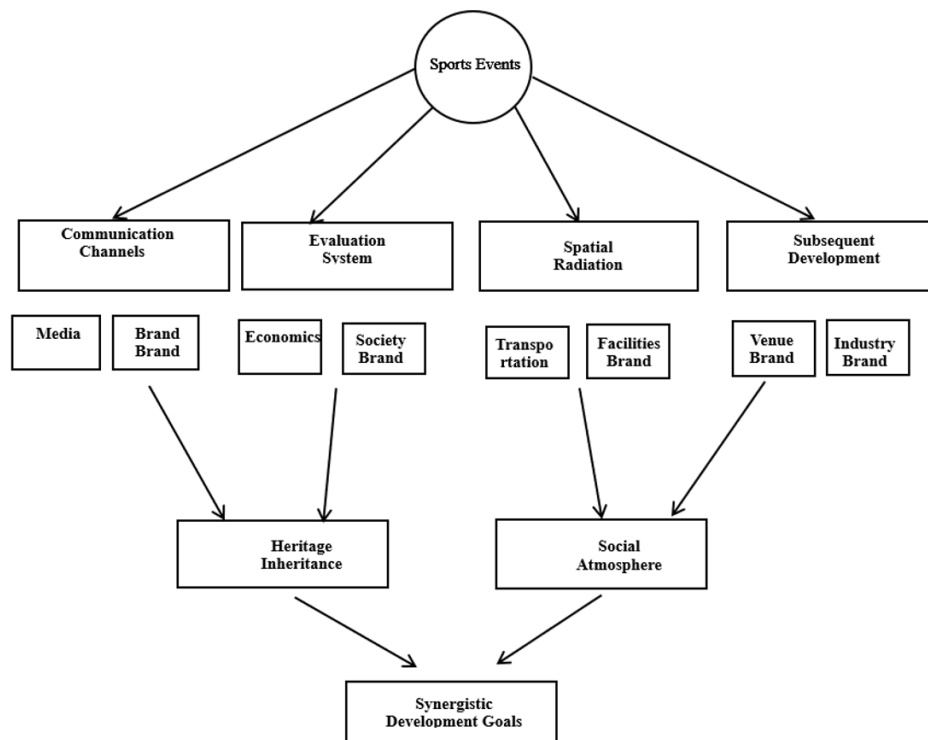


Figure 2 Mechanism for Amplifying the Effects of Sports Events

Maximizing the release of event effects is the ultimate goal of synergistic development. The use of diverse communication channels, such as media dissemination, brand marketing, and word-of-mouth promotion, helps to expand the influence and visibility of events, enhancing the image of cities or regions. Establishing a scientific effect evaluation system provides data support for decision-making, setting multidimensional indicators, such as economic development, social progress, and cultural heritage, to comprehensively reflect the overall value of events. This encourages the spatial radiation effect to drive the development of surrounding areas. Improving transportation networks, supporting service facilities, and diversifying accommodation resources enable regional coordinated development (as shown in Figure 2). Strengthening the subsequent development and release of event effects, continuously utilizing venue facilities, deeply exploring brand value, and aggregating industrial resources ensure long-term investment returns. Establishing a mechanism for protecting and inheriting event legacies transforms valuable resources such as cultural accumulation, management experience,

and infrastructure into a lasting driving force for regional development. Promoting socialized communication carries a deeper mission by spreading sports culture through education, cultural enrichment, and spiritual motivation, creating a strong atmosphere in society to support the development of sports<sup>[5]</sup>.

#### 4. Practical Validation and Insights from Sports Event Operations for Synergistic Development

In-depth analysis of sports event operations in typical cities has confirmed the effectiveness and feasibility of the synergistic development path. Different regions, based on their unique resource endowments and developmental foundations, have explored distinctive practical models, providing rich experiences and references for the collaborative development of the sports industry and economic growth.

##### 4.1 Innovative Exploration of Typical Practice Models

An inland city, leveraging its rich natural resources and cultural heritage, has established a multi-tiered event system. The city adopts the innovative approach of "bringing sports events into tourist attractions, cultural districts, and business areas", creating a "weekly event, monthly competition" development model. Traditional brand events and emerging sports events are held together, with a consistent focus on ethnic sports activities. Water sports events and national fitness activities also run in parallel, diversifying the event portfolio. Event operations pay attention to the organic integration with local cultural and tourism resources, using event platforms to showcase regional cultural characteristics. A coastal city has explored a development path centered on establishing benchmark event brands. It focuses on international badminton tournaments, marathons, and beach volleyball competitions, creating a closed-loop operational model of "events + tourism + consumption". The city has launched a sports tourism APP to integrate various services, offering sports consumption vouchers to stimulate market activity. These two models each have their unique features: the former emphasizes the quantity and broad coverage of events, while the latter highlights event quality and the concentration of brand effects. In terms of operation mechanism, in both models, the government's guidance and market operation combine to advance the industrialization of sports events.

##### 4.2 Quantitative Evaluation and Qualitative Analysis of Synergistic Development Outcomes

The sports event operations in these typical cities have achieved remarkable synergistic development, leading to dual improvements in economic and social benefits. Through data collection, organization, and in-depth analysis, it is clear how sports event operations in different development models drive city economic growth and have a positive impact on social development.

*Table 1 Comparison of the Outcomes of Sports Event Operations in Typical Cities*

Performance Indicator	Inland City	Coastal City
Event Scale	Over 500 events in H1	200 events planned annually (municipal level and above)
Participation	130,000 participants in a single event	Expected 1 million participants for the year
External Attraction	41.4% of visitors from outside the region	Significant cross-regional impact of events
Industry Scale	Drives surrounding industries	Total scale of RMB 99 billion
Economic Contribution	Significant growth in the hotel and restaurant sectors	Contributes 2.36% to GDP
Consumption Level	55% of participants are young people (aged 19-39)	Average per capita consumption exceeds RMB 3,300

The comparison of the outcomes of sports events in Table 1 indicates that both cities have achieved remarkable results in sports event operations but with different characteristics and advantages. The inland city excels in consumption aggregation and market activation, with over 40% of participants from outside the region, reflecting strong regional appeal and short-term economic stimulation. The coastal city stands out in industry scale and economic contribution, with the sports industry becoming a key pillar of the local economy. Per capita sports consumption and business development quality

exceed national averages. These two models reflect the diversified paths of sports event operations under different resource endowments and developmental stages, jointly validating the effectiveness of using sports event operations as a breakthrough for promoting the synergistic development of industries and the economy. They offer differentiated development references for other regions.

## 5. Conclusion

The synergistic development of the sports industry and economic growth is a systemic project that requires coordinated advancement across theoretical guidance, practical exploration, and policy support. Using sports event operations as a breakthrough can effectively activate industrial development potential and foster positive interactions between the sports industry and economic growth. The thriving event economy confirms the vast potential of the sports industry as a burgeoning sector. The inland city's development of a multi-level event system and the coastal city's establishment of benchmark event brands stand as successful models, offering valuable insights for other regions. Looking ahead, the synergistic development of the sports industry and economic growth requires continued focus on innovation-driven development, integrated growth, and quality enhancement. By refining the event operation system, advancing industry integration, and enhancing policy support, the sports industry's growth potential can be further unlocked, providing a powerful boost to regional economic transformation and upgrading.

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