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# PEST Analysis of Sports Characteristic Town Construction Under the Background of “Healthy China”

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## Abstract

Sport is psychoactive and work, other than for professional sport, is generally not taken into account. The important distinctive defining feature of sport is that competition must occur against, or against, an opponent. In order to remain competitive, an activity must be declared a victor by one of the participants. The activity is simply stress free without competition. This paper analyzes the macro environment of the construction of small towns with Chinese sports characteristics by literature study, logical analysis and PEST analysis. The results are as follows: the political environment: national policies and regulations are clear, and local governments can actively promote and carry out the construction of small towns with sports characteristics; the economic environment: the sports industry will be the pillar industry of stable economic growth, and the construction of small towns with sports contains huge economy consumption potential; social environment: people have a strong interest in sports culture, and national health has become a national strategy; technology environment: “Internet plus” and science & technology can provide huge technical support for the construction of sports featured towns. Optimization path: improve policies and government supervision,

and plan reasonably; strengthen environmental protection, and carry forward traditional sports culture; create “sports plus” industrial ecosystem, and enhance regional economic development; innovate scientifically and cultivate construction talents.

**Keywords:** Sports town, sports culture, sports industry, PEST analysis.

## 1 Introduction

On May 9, 2017, the State Administration of Sports of the People’s Republic of China issued *Notice on Promoting the Construction of Towns with Sports and Leisure Characteristics*, which launched the construction of sports featured towns. It is clearly pointed out that by 2020, a number of sports featured towns with distinctive characteristics, strong cultural atmosphere, industrial agglomeration and integration, good ecological environment, which will benefit people’s health, will be built. On August 10, 2017, the State Administration of Sports announced the first batch of 96 sports characteristic towns selected at the national level, integrating fitness and leisure, tourism, culture, health care, education and training and other projects to form a sports industry chain to meet the fitness and leisure needs of different groups. The management technique in which a company can evaluate main external factors that affect their function to become more competitive in the marketplace is known as PEST analysis.

## 2 The Concept and Connotation of the Town with Chinese Sports Characteristics

### 2.1 Concept

As a national development strategy, sports town has its own style in name use and connotation construction due to different sports themes and industrial characteristics. However, all of them are inseparable from the theme of sports. From the perspective of industry, the definition of sports characteristic town is defined as a space area, national fitness development platform and sports industry platform with sports leisure industry as the leading characteristic industry. It aims at setting up industrial development and innovation mode and integrates with tourism, health, culture, health, big data and other industries. And it is in line with the strategic goal of national construction and healthy China Zhang [1]. Jiangsu Province calls sports town as sports health

town. Harbin city calls sports town as ice and snow town. However, they are all within the scope of sports town. The definition of sports characteristic town has no specific definition at the national level. The construction of sports characteristic town was officially launched in the *Notice on Promoting the Construction of Towns with Sports and Leisure Characteristics* issued by the State Administration of Sports of the People's Republic of China. Sports characteristic town (referred to as sports town for short) is a new term born in the context of the implementation of the national fitness and health strategy in recent years. It is of culture, health, tourism, pension etc. multi-functional sports industry bases with leisure sports as the theme. It has unique sports culture connotation and good sports industry foundation. Many athletes and leaders grow throughout their daily life and their experiences in choice sports make them what they are. At Leaders of Evolution, we design leadership training courses to help students identify and harness the characteristics of a sport that helps them prosper both today and for future years.

## 2.2 Connotative Meaning

Under the background of new-type urban construction and healthy development in China, the town with Chinese sports characteristics aims to build a well-off society in an all-round way and a platform with unique sports culture connotation and good sports industry foundation, promote the development of grass-roots national fitness, and realize the development of multi-functional national fitness development platform and sports industry base including sports leisure, culture, industry, tourism, pension, health, education and training. There are three organizational sectors within the sport industry: public, not-for-profit and trade. This is essential for the establishment, production and production of sport products, services, programmer, and facilities for sport organizations in different types. The construction of small towns with sports characteristics is conducive to the implementation of the *Healthy China 2030 Outline*, and can achieve the goal of healthy China and national health. Focusing on people's health, the diversified construction of small towns with sports characteristics helps to improve people's sense of satisfaction and happiness, improve people's health, realize national health and longevity, and comprehensively realize the goal of a well-off society. The construction of small towns with sports characteristics is conducive to the implementation of the outline of *Healthy China 2030 Outline*, and can achieve the goal of healthy China and national health. Focusing on people's health, the diversified construction of small towns with sports characteristics helps to improve

people's sense of satisfaction and happiness, improve people's health, realize national health and longevity, and comprehensively realize the goal of a well-off society. PEST Analysis is a measuring tool used at any given time to evaluate the market of a particular product or company. Political, economic, social and technological factors are defined in PEST. After analysis of these factors, companies can decide better. In comparison the PEST analysis would only examine external forces that could influence their business, whilst the SWOT analysis takes both internal and external factors into consideration.

### **3 PEST Analysis on the Construction of Small Towns with Chinese Sports Characteristics**

#### **3.1 Political Environment**

The Ministry of Housing and Construction, the National Development and Reform Commission and the Ministry of Finance jointly issued *Notice on Developing the Towns with Characteristics* in 2016, which proposed to cultivate about 1000 towns with various characteristics, such as leisure tourism, traditional culture, beautiful and livable, by 2020. Leisure tourism is a break from everyday life. Tourists usually enjoy the atmosphere of beaches, the beauty and excellent hotels and resorts. Social tours, cultural tours, religious tours, family tours, sports and medical tours are amongst the most popular tourism activities. The State Administration of Sports issued *Notice on Promoting Sports and Leisure Towns* in May 2017. In August, the first batch of 96 pilot towns with sports characteristics were publicly announced. The government gave policy and financial support to them. Through the optimization of sports facilities and the utilization of the town's resource advantages, various sports and leisure projects were allocated to form a sports oriented entertainment and health preservation resorts. Due to the differences of sports culture in different regions, the Sports Bureaus of various provinces and cities have successively carried out the interpretation of the construction policies of sports characteristic towns, and refined and formulated the construction policies suitable for the local sports characteristic towns. By bringing together people and communities, sport enhances social and cultural life. Sports can contribute to overcoming differences and to empowering conversation to break down damage, prejudices, different cultures, ignorance, hatefulness and marginalisation. For example, Zhejiang Province formulated *Implementation Opinions on Accelerating the Development of Fitness and Leisure Industry in Zhejiang Province*; Shaanxi Province released *Joint Efforts of Provincial*

*Tourism Bureau and Provincial Sports Bureau to Build Sports Featured Tourism Towns.* At the same time, *China Sports News*, China Sports Channel and other media have also reported and publicized sports characteristic towns to ensure the healthy and stable development of sports characteristic towns Gao et al. [2]. The construction of sports characteristic town cannot be separated from the support of national policies. Policy and fund supports can make sports characteristic town become a sunrise industry. Sports characteristic towns rely on the guidance of policies, points out the direction for the construction of sports characteristic town, and further promotes the long-term stable and sustainable development of sports characteristic town (see Table 1). In developing characteristic industries, the heritage of traditional culture, environmental protection, construction of a living environment and construction of municipal infrastructure and public service should be given great attention. More towns are to become the real carriers of nearby urbanisation, to keep more people living in the towns, to attract more rural surpluses and to provide the town's residents with better public service and better living conditions. The characteristic sports city industry, with a broad spectrum of coverage, is the largest development, development and development industry. It is usually an integrative carrier of "industry, culture, tourism, communities" complex functions.

### 3.2 Economic Environment

Based on sports industry, sports characteristic town drives regional economic development and gains economic benefits. The increase of per capita GDP can enhance people's consumption concept and strengthened purchasing power reflects the real development of the whole country. According to the statistics of national economic and social development in 2018, the per capita GDP is 64,644 yuan, an increase of 6.1% over the previous year; the per capita disposable income of the national residents is 28,228 yuan, an increase of 8.7% over the previous year; the per capita consumption expenditure of the national residents is 19,853 yuan, an increase of 6.2% over the previous year; the per capita consumption price of the whole year is 2.1% higher than the previous year, of which education, culture and entertainment are 2.2% higher than the previous year, culture, sports and fixed investment in the entertainment industry increased by 21.2% over the previous year. With the development of economy, sports industry also contains huge economic functions and values. In developed countries, sports industry is a new kind of industry, emerged with the rise of mass sports and professional sports in the

**Table 1** Relevant policies of the construction of chinese sports characteristic towns

Time	Policy	Issued By	Main Contents
July 19, 2016	<i>Notice on Developing the Cultivation of Characteristic Towns</i>	The Ministry of Housing and Construction, the National Development and Reform Commission, the Ministry of Finance	In 2020, there will be about 1000 characteristic towns with different characteristics and vitality, such as leisure tourism, traditional culture, beautiful and livable.
October 25, 2016	<i>Healthy China 2030 Outline</i>	Party Central Committee, State Council	It is an important measure to promote the construction of a healthy China and improve the people's health level, so as to realize the national health and longevity.
2017.5.9	<i>Notice on Promoting the Construction of Sports and Leisure Characteristic Towns</i>	the State Administration of Sports	Take advantage of the town's resources, allocate various sports and leisure projects, and form a holiday resort with sports as the main leisure and health preservation.
August 10, 2017	<i>Notice on Releasing the List of the First Batch of Sports and Leisure Characteristic Town Pilot Projects</i>	the State Administration of Sports	It has announced 96 first batch of national sports characteristic towns, integrating fitness and leisure with tourism, culture, health care, education and training to form a sports industry chain to meet the fitness and leisure needs of different groups.
March, 2018	<i>Notice of on the Implementation of the key Tasks of Promoting the Construction of new Urbanization in 2018</i>	the National Development and Reform Commission	The input evaluation and survival of the fittest of 403 national characteristic towns and 96 national sports characteristic towns have been announced.

1960s. Since the reform and opening up in the 1980s, China's sports industry has developed rapidly, known as the "sunrise industry". The proportion of sports industry in the GDP is growing, and sports economy and sports consumption become concerned by people. The household consumption is around 60% of GDP and, apart from investment, government spending and net exports, is therefore the largest component of GDP. However, there are large differences in countries ranging from approximately 45% of GDP to over 80% of GDP. For example, Jiangsu province puts forward the goal that the fitness and leisure industry will reach 300 billion yuan by 2020 and 450 billion yuan by 2025; Zhejiang Province proposes that in 2020, the total scale of sports industry will exceed 300 billion yuan, the added value of sports service industry will account for 40% of the added value of sports industry, more than 10 provincial sports characteristic towns will be built, and social investment in sports industry will reach 100 billion yuan.

The development of sports undertakings and industries is an inevitable requirement to improve the health of the people, which is conducive to meeting the diversified sports needs of the people and increasing the cohesion and competitiveness of the country. By 2025, the total scale of the sports industry will exceed 5 trillion yuan, the per capita area of sports venues will be 2 square meters, and 500 million people will take part in regular physical exercises. Sports public facilities will basically cover the whole country. Generally speaking, sports consumption has become the normal demand of the whole people. Sports industry is also the foundation of the construction of sports characteristic towns. The construction of sports characteristic towns will have a positive impact on the regional economy and also an important factor to realize healthy China (Table 2). Published by the State Sport Administration, the notice on promoting building sports and leisure characteristic cities was published in public and became an essential measure through the Chinese sports development process.

### **3.3 Social Environment**

Social environment includes population distribution, age structure, values, moral level, ecological environment, etc. By the end of 2017, the total number of the elderly aged 60 and above in China had reached 241 million, accounting for 17.3% of the total population. It is generally believed that 10% of the population aged 60 and over means an aging society. It is estimated that by 2050, the number of elderly people in China will reach a peak of 487 million, accounting for 34.9% of the total population, Luo [3]. Aging will

**Table 2** National sports industry in 2018

Classification	Total (Billion)		Total (Billion)	
	Total Output	Added Value	Total Output	Added Value
Sports industry	26579	10078	100.0	100.0
Sports service industry	12732	6530	47.9	64.8
Sports management activities	747	390	2.8	3.9
Sports competition performance activities	292	103	1.1	1.0
Physical fitness and leisure activities	1028	477	3.9	4.7
Sports venues and facilities management	2632	855	9.9	8.5
Sports agency, advertising and exhibition, performance and design services	317	106	1.2	1.1
Physical education and training	1722	1425	6.5	14.1
Sports media and information service	500	230	1.9	2.3
Sales, leasing and trade agency of sporting goods and related products	4116	2327	15.5	23.1
Other sports services	1377	616	5.2	6.1
Sporting goods and related products manufacture	13201	3399	49.7	33.7
Sports facilities construction	646	150	2.4	1.5

Data source: National Bureau of Statistics.

bring a series of service problems such as pension and medical care. Various services such as construction of sports characteristic town and rehabilitation guidance are also very important factors in sports industry, which are the requirements of leisure sports to adapt to social development. On September 2, 2019, General Office of the State Council issued *Outline of Building a Strong Sports Country*, proposing to establish a new sports development mechanism suitable for building a moderately prosperous society in an all-round way by 2020, so as to improve the physical quality and health level of the whole nation; By 2035, the proportion of the people who often take part in physical exercises will reach more than 45%, the per capita area of sports venues will reach 2.5 square meters, and the qualified rate of *National Physical Fitness Standard* will exceed 92%. The youth sports service system will be strengthened; By 2050, the country will be built into a modern



sports power. Under the background of “healthy China”, national fitness has become a national strategy, and people pay more and more attention to the importance of health. Chinese government put forward *Healthy China 2030 Outline*, which clearly proposes to improve people’s health level and realize national health and longevity. The construction of sports characteristic town should take the town with geographical advantage as the center and radiate to the surrounding areas, focus on the characteristic town with a long-term population of more than 30000, take into account various types of sports characteristic town, scientifically select the address range, select the town beside the city, transportation and scenic spot, and build a town with a core area of 5–6 km. The geographic environment influences sporting events in various ways. Changes in climate will affect sports conditions and affect the body mechanism and emotional ability of the athletes, thereby affecting athletic ability. The construction of sports characteristic town should take the town with geographical advantages as the center and radiate to the surrounding areas, focus on the characteristic town with a long-term population of more than 30,000, take into account various types of sports characteristic town, scientifically select the address, select the town next to the city, transportation and scenic spot, and build a town with 5–6 km as the core area. Sports town has regional attribute, industrial attribute, functional attribute and cultural attribute. A variety of typical sports and recreational towns will be supported and built nationwide, with distinct sports featments, a rich cultural environment, an combined industrial cluster, fine environmental and health benefits. It is the embodiment of sports consumption demand upgrading and the means of health promotion. It meets the high quality and healthier life style, improves people’s health and sports awareness, and will develop into a new sports characteristic town with “great health and great sports” Zhang et al. [4]. An area that has the homogeneity of the physical and cultural phenomena may be defined as “a more complete and broadly acceptable region.” The geographical extent of industry, the limits of industry and the dominant economic characteristics of industry are key features of the industry. The functional characteristics constitute the quality of the product. It recognizes the key attributes, the “benefits” consumers identify to distinguish between products and the “risks” they identify. People live with similar cultural attributes such as indications, signifiers, indicators, expressions and behavior in a particular community. Through cultural values, people can recognize their fellow members.

The sports characteristic towns in China all have their own sports culture core and distinct sports culture signs. With the help of sports culture

tourism, the sports characteristic town of Zaolin Bay in Yangzhou, Jiangsu province holds cycling tournaments, horse culture tourism festivals, Dragon Boat competitions and other sports events with traditional sports culture, so that tourists can participate in sports culture construction Cui [5]. The local residents were rafted on boats either to frighten the fish or to recover their bodies. The races of dragon boats are the attempt at restoring Qu Yuan's body. In Chinese mythology, lions play a significant role, representing joy and happiness. Lion dances and drums, cymbals and gong instruments synced with the moves and actions of the lion dance are performed. Lion dances are performed to bring luck and get rid of the devil. Shanghai Chen Jia Zhen sports characteristic town proposes to break through the traditional tourism development mode, give full play to sports characteristics, take sports culture as the core, take ancient town scenery as tourism resources, and build a sports characteristic town integrating tourism, leisure and sports. In general, sport culture and culture are a culture of a social theme. The individual's sports culture is a positive value for sport, social activity and its results in the area where such versions and side walls, functional areas, elements can be understood, preserved and developed. Baimaguan sports characteristic town in Sichuan Province has national level terrain vehicle professional track, mountain bike professional track and other professional tracks. It has held national terrain vehicle championship, national mountain bike elite race and other projects for many years, built four systems of "sports + scenic spot, human history, agriculture and event", and built a sports characteristic tourism town in Western China. Fangshan District of Beijing, with high-end tourism and outdoor sports as its main direction, has built residential fitness square, outdoor sports base, ice and snow sports projects, etc., and built a unique ecological sports town with Chinese and Western culture integration. Jintai District sports characteristic town of Baoji City, Shaanxi Province, is the place where Taoism Master Zhang Sanfeng founded Taijiquan. It has rich national traditional sports history. There are more than 40 Taijiquan training sites, more than 1,000 social sports instructors, more than 11,000 people insist on practicing Taijiquan all year round, and 100,000 people practice Taijiquan in the whole town. The Shengtian Lake characteristic town of Shanxi Province is known as "the Pearl of Yellow River Wetland in Central China", which is a wetland formed by river channel changes. Now, the town has 133.4 hectares of wild lotus and 400 hectares of river area. Thousands of swans are attracted to spend the winter every winter. Abundant natural resources attract many tourists, experts and scholars to visit. The town has finished the construction of sports programs of skiing, fishing, water bike,

cycling around the lake, and will build beach volleyball, football, hot spring swimming pool and other projects later. Culture is a unique mark of a city, and also a symbol of a city's civilization. The integration of sports characteristic town into China's traditional sports culture is the inheritance and development of sports culture, and can promote the prosperity and innovation of urban culture. Modern sport contains eight features: physical education, win or defeat, mental education, pleasure, rules on sports, global organization, fiction and modern positivism.

### **3.4 Technology Environment**

From the perspective of sports development, scientific and technological innovation has played a huge role in promoting the development and progress of sports Cai and Chen [6]. In 2015, Premier Li Keqiang put forward the "Internet+" plan for the first time in the government work report. It was the first time in the government's report that "Internet +" was used as the digital medium, and it provided scientific decision basis and intelligent data support for the construction and development of sports featured towns through data collection, storage, sorting and identification Li [7]. Under the influence of "Internet +", sports industry will cooperate and interrelate with each other and gradually develop into a huge data economy Wu [8]. The operation and management of sports characteristic town need the support of science and technology: improve the product quality, reduce the cost, maximize the benefit, provide the best service for consumers, and increase the number of consumers' consumption. Using the network for operation and management, digital management can save labor costs and time costs, so that consumers can operate more convenient. In sports equipment, sensors can be incorporated, which can be used to collect performance data. For example, in items like baseball, tennis rackets, golf clubs, and tray balls some Internet of Things startups place sensor systems. In the sport industry, the Internet of Things plays a role.

The science and technology has been broadly utilized due to the era of rapid development in it. In the era of rapid development of science and technology, science and technology has been widely used. In the era of big data, new technologies and models play a key role in the construction of sports characteristic towns, mainly including sports facilities and equipment production technology, new media platform technology, sports and cultural activities organization and management technology, transportation facilities, etc.

## **4 The Optimized Path of the Construction of Towns with Chinese Sports Characteristics**

### **4.1 Policy and Regulation Improvement, Government Supervision and Reasonable Planning**

The construction of towns with Chinese sports characteristics is in the embryonic stage of development. At this stage, the well-developed provinces and cities include Beijing, Zhejiang, Jiangsu, Shanxi, etc., which can highlight sports characteristics, integrate sports culture into the construction of towns with sports characteristics, attract more tourists to participate in sports events, and further realize the purpose of national fitness. However, there are also many imperfections in the construction of some sports characteristic towns, such as unclear responsibilities of the government, incomplete planning, lack of professional talents, confusion of management, lack of obvious economic benefits, lack of sports characteristics and so on. All regions should strengthen the interpretation of national policies, cooperate with Tourism Bureau, Sports Bureau, Planning Bureau and other departments to make local rules and regulations adapt to local development Liu and Jia [9], improve the management mechanism, and strengthen government supervision. An office which provides advice on things to see, accommodation, and so on for the benefit of persons visiting an area. The construction of sports characteristic town should strengthen the government's policy support, make full use of natural resources, support and encourage the participation of social enterprises, reasonably plan the construction land, scientifically develop, avoid over development, and achieve a good situation of "government guidance, enterprise and government cooperation development". In the construction of sports characteristic town, the government should attach importance to the resource allocation of the town, make reasonable use of local sports facilities, formulate characteristic sports culture suitable for local development, improve management mechanism, reasonably allocate the resources of the town and ensure the maximum utilization of resources Li et al. [10].

### **4.2 Strengthen Environmental Protection and Develop Traditional Sports Culture**

With the rapid development of sports characteristic town, many problems have occurred: unreasonable planning, poor sports atmosphere, environmental pollution, etc. Zhang [11]. We should strengthen the protection of natural environment and social security environment, improve ecological environment of the town, enhance civilization level of the surrounding

residents, and make it a charming town suitable to live and entertain Zhu et al. [12]. Environmental construction and natural ecological protection are the priority in developed countries in Europe Zhan [13]. Good human environment can affect the impression and evaluation of tourists, and become an important factor in attracting tourists Shen [14]. Sports towns should attach importance to carrying forward Chinese sports spirit, inheriting Chinese traditional sports culture, strengthening protection of national sports, traditional sports and folk sports, and excavating and sorting out traditional sports culture. The construction of sports characteristic town should be based on people, adhere to the development of sports industry guided by sports culture, establish a perfect management mechanism of sports characteristic town, build a small, precise, specialized and strong sports characteristic town, promote the industrial agglomeration and radiation around, promote the development of national fitness industry, and provide new impetus for the construction of healthy China Liu [15]. We should also continue to promote construction of sports culture, enrich sports cultural products, encourage sports photography, sports music, sports art, sports collection and other sports cultural projects, and improve people's sports cultural life.

Sports characteristic towns need to be built according to local social environment, making use of local resource advantages and population environment to adapt to local development of sports characteristic towns. Skiing sports can be carried out in the north where it is cold whereas water sports can be carried out in the south where it is hot. The construction scale of the sports characteristic town should be evaluated according to local population environment. Different sports events are carried out according to different cultural backgrounds. Wrestling, horse racing and other national traditional events can be carried out in the north whereas Dragon Boat Race and Lion Dance Competition can be carried out in the south. Different sports should be carried out according to different seasons. Sports culture festival activities should be held in holidays. Sports characteristic towns should conform to the new era, strengthen the publicity and education of national traditional culture, accelerate the construction of sports power, further prosperity and development of national traditional sports culture Bai [16].

#### **4.3 Build “Sports +” Industrial Ecosystem and Promote Regional Economic Development**

Sports characteristic towns should take sports culture as the core content and “sports +” industrial ecosystem as the basis, build regional economic

ecosystem, drive the rapid development of regional economy, and solve the problems of surrounding residents' employment and lifestyle. "Sports +" industrial ecosystem includes sports tourism, sports products, sports advertisements, sports culture and many other aspects. It obtains economic benefits in many aspects, realizes self-survival, self-development and self-restraint, forms a special kind of consumer goods for entertainment, improves sports consumption services and increases people's growing sports consumption. Sports is one of the three pillars of the future economy, so sports characteristic town is the new mode of economic development. Under the background of "sports +", combined with the needs of the times, government should create a good market environment for enterprises to meet the health needs of the people. And the construction of sports characteristic towns still needs to develop in constant exploration, Sun and Tang [17].

The mature experience of small town construction in Europe, America and other countries shows that cultivating a characteristic industrial system with outstanding leading industries and distinctive characteristics in accordance with local conditions is the source and basis of maintaining the vitality and development of small towns Wang and Zhan [18]. For example, the Italian town of Montebelluna is famous for producing sports shoes. From product development, research and development to after-sales service, a complete industrial chain has been formed. The sports shoes produced include racing boots, skates, mountaineering shoes and many other sports shoes. The town has a long history of development. In the 1970s, it was called the "Capital of Ice and Snow Industry". 80% of the world's racing boots and 65% of the world's ice skates, 55% mountaineering shoes and other sports shoes are produced here, thus forming a huge sports commodity industry chain. Eugene town is known as the "City of Track and Field" in the United States. It is beautiful and rich in resources. It holds cycling, golf, baseball and other sports events. Charlotte is the birthplace of motor racing in the United States. It gathers more than 90% of the motorcades of NASCAR League Headquarters, with a number of more than 10,000. As a result, it has produced a large number of industry chains related to motor racing, such as car design, production and maintenance. Scoring is mainly based on how each driver starts with the actual NASCAR race. A league may award extra points for conducting the most laps, leading the most laps, or award points according to how qualified the driver is.

Therefore, in the construction of sports characteristic towns, we should increase the "sports +" industrial ecological circle, integrate sports culture and Internet plus industries, and create sports and cultural products to form

an industrial chain Zhu [19] and Li [21]. It can not only realize local people's leisure and entertainment, but also further enhance the local economic development and enhance the national happiness index Gao [22]. Governments of all levels should endeavor to convert characteristic sporting cities into sports carriers and platforms equipped at the same time with a highly specialized industry, an incorporated function, an ecologic environment, flexible mechanisms and clear spatial borders Nguyen [23] and Shakeel [24].

#### **4.4 Scientific Innovation and Cultivation of Construction Talents**

Sports characteristic town is a new sports culture industry. Facing the huge lack of talents, it is necessary to train talents in science and technology, management, sports and other fields. It is also necessary to learn the mature sports town development experience of developed countries in Europe and the United States to meet the needs of consumers, and cultivate new projects at the same time. There are many influences on the construction of sports characteristic towns by using science and technology innovation, including sports facilities, new media platform construction, sports town management and transportation facilities. The developed "Internet+" can provide a wide range of information sources for sports characteristic towns, and can improve the satisfaction of tourists. The relevant data can be updated in real time, providing accurate data for understanding sports town development and avoiding resource waste. Sports characteristic towns should attach importance to innovation ability, independently develop new products and inventions, and own independent intellectual property rights, so that products and consumers can jointly enhance the charm of sports characteristic town.

### **5 Conclusion**

By using PEST analysis method to analyze the macro environment of sports characteristic town construction, the Chinese sports characteristic town is in the embryonic stage of development. The political environment is good: National policies and regulations are clear, and local governments can actively promote and carry out the construction of sports characteristic town. The economic environment is good: China's sporting goods industry has become the second largest consumer market in the world. The sports industry will be a pillar industry for stable economic growth, including sporting goods, sports venues, sports culture, etc. Sports towns contain huge economic consumption potential. The social environment is good: People have

a strong interest in sports culture, have a further understanding of national traditional sports, and can feel physical and mental health in sports culture. National health has become a national strategy. The technology environment is good: “Internet +”, science and technology can provide huge technical support for the construction of sports characteristic towns. With recognised concerns associated with inaccurate sample sizes, stricter measures to ensure that future work utilises mathematically acceptable sample sizes should be taken in order to develop the research. In short, it is necessary to encourage researchers to publish, where necessary, power calculations to ensure that their samples are generalizable.

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## Biography



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