

# *Research on the Development Countermeasures of Sports Theme Parks from the Perspective of Healthy China*

Jie Zhang, Yansong Guo, Gaigai Liu\*

*Wuhan Institute of Technology Sports Department, Wuhan, 430205, China*

*\*Corresponding author*

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**Abstract:** In the context of Healthy China, focusing on urban sports theme parks, this paper takes the literature review method as the research object, and finds that the development of sports theme parks from the perspective of Healthy China can alleviate mental health problems, improve the sub-health state of the public, create a good social interpersonal environment and promote the significance of the development of the sports industry, and put forward development strategies to create new leisure and social spaces, promote the intelligent construction of sports venues, create multiple value functions and integrate characteristic cultural elements, in order to help the development of a healthy China.

## **1. Introduction**

In today's society, the development of the leisure and health industry has increasingly become the reality of the people's better life. On October 25, 2016, the "Healthy China 2030" Planning Outline was released. The following year, General Secretary proposed in the report of the 19th National Congress of the Communist Government of China, "Implementing the Healthy China Strategy" [1]. On September 22, 2020, General Secretary presided over a symposium of experts in the field of education, culture, health and sports and pointed out: "Sports is an important way to improve people's health, and it is a way to satisfy the people's yearning for a better life and promote people's all-round development. An important means is an important driving force for promoting economic and social development, and an important platform for displaying the country's cultural soft power [2]." With the development of the economy and society, people's living standards have improved, their health awareness has gradually increased, and subsistence consumption has gradually shifted to hedonic consumption. As an emerging sports brand, sports theme parks are widely loved by the public, which will not only provide an effective market space for the development of the leisure sports industry, but also provide a new direction for the adjustment of the mass leisure industry. However, looking at the industry, indoor sports theme parks are mainly aimed at teenagers and adult consumers between the ages of 15 and 30. The sports items are set homogeneous, and the entertainment effect is greater than the leisure effect. From the perspective of Healthy China, sports theme parks will have a broad incremental market in the future, so innovation and development is an important task that sports theme parks need to do urgently.

## **2. Research on the Significance of Developing Sports Theme Parks from the Perspective of Healthy China**

### **2.1. Relieve Mental Health Problems**

With the rapid development of the economy, the transformation and upgrading of the industrial structure, the accelerated pace of people's life, the increasing pressure of competition, and the more diversified psychological needs. Psychological problems cause workplace slack, labor disputes, production accidents and other incidents one after another. Violent incidents such as violence, crime, self-mutilation and suicide also occur from time to time. Psychological problems have become major public health and social problems affecting economic and social development [3]. Under the fast-paced work rhythm of modern society, the increase of work intensity and the improvement of work standards make it easy for people to have workplace mental health problems and fall into negative emotions such as anxiety, irritability, depression, anger, etc. Over time, it will also lead to various psychological disorders.

### **2.2. Improve the Public's Sub-health Status**

Sub-health status is a common problem faced by people in modern cities. According to a large number of reports in recent years, the work and life pressures endured by office workers in mainland China ranks first in the world, and more than 90% of middle-aged urban residents feel that they are alive and well. Very tired. The health status of urban office workers is poor. The main performance is that 76% are in sub-health state, nearly 60% are overworked, and only 2.5% are truly healthy. The reasons for the human health crisis of urban residents are very complex, mainly due to people's high work pressure, fast pace of life, irregular work and rest, lack of sufficient rest time, especially urban office workers, due to lack of rest time, correspondingly lack of physical exercise time [4]. The urban sports theme park is a place for people to exercise and relax in their spare time. Here, people can achieve physical exercise, pleasant mood, relieve physical and mental fatigue through sports and entertainment, and effectively improve the sub-health state of the public.

### **2.3. Create a Good Social Interpersonal Environment**

With the continuous acceleration of the urbanization process, the siphon effect of the city has been further enhanced, and the population density has become larger, resulting in the squeeze of urban space, regional segmentation and closure, the differentiation of resident classes, and the reduction of public space. These objective factors lead to the reduction of group communication and social psychological exclusion. The gap between classes has increased [5]. Most urban office workers are in an unfamiliar environment and do not have a strong willingness to engage in interpersonal communication in reality. The social objects are single and fixed, resulting in a general phenomenon of loneliness. The sports theme park provides a good interpersonal space for the urban society. While exercising, it can break down social barriers, improve interpersonal relationships, and create a good human-machine environment.

### **2.4. Promote the Development of the Sports Industry**

With the progress of the global economy and the further improvement of people's living standards, the people's demand for sports fitness and sports entertainment has continued to increase, and the demand for sports equipment, supplies and sports venues has also increased significantly. There are also constant new demands [6]. While meeting the diversified needs of the public, sports

theme parks can also stimulate sports consumption, cultivate new economic growth points, and make unique contributions to economic construction and economic development. At the same time, the sports and leisure industry, as an industry with strong industrial correlation, has a great driving effect. Sports theme parks can promote the accelerated development of regional catering services, public culture, sports facilities construction, sports equipment and sporting goods and other industries [7]. As a modern service industry, sports theme parks can make full use of the inherent advantages of the sports and leisure industry to develop related industries.

### **3. Research on the Development Countermeasures of Sports Theme Parks from the Perspective of Healthy China**

#### **3.1. Create a New Leisure and Social Space**

With the development of the economy, new and diversified leisure and social activities are more and more sought after by people, and more and more people tend to achieve leisure through sports. "Sports + entertainment + business" will provide the development of sports and leisure industry. effective market space [8]. Therefore, sports theme parks must be built as emerging leisure and social spaces, to seize the sports leisure and entertainment market, and to set up sports projects that are not restricted by age, gender and physical fitness, and have a high degree of participation, integrating sports, leisure and social interaction. Compared with traditional gyms, chess and card rooms and other sports and leisure venues, the social space created by sports theme parks will be more innovative and intelligent, giving full play to the role of sports health, spiritual entertainment and social interaction, bringing consumers an immersive sports and leisure experience.

#### **3.2. Promote the Intelligent Construction of Sports Venues**

As my country enters the digital age and the rapid development of intelligent technology, it is extremely necessary to strengthen the research and development of products in the sports, fitness and leisure industry empowered by technology, and to provide users with more personalized, intelligent and scene-based sports services. Under the background of "Healthy China 2030", to promote the intelligent construction of sports venues, it is necessary to create a new type of sports and leisure venues specially built to adapt to the new trends in the sports consumption market. When the era of intelligent standardization is coming, it is necessary to fully combine intelligent technology with the construction of sports theme parks, add sensors to venues and facilities, 5G communication, Internet of Things, somatosensory control, laser display, digital holography, big data, cloud computing, artificial intelligence and other emerging technologies, inject fresh blood into the sports theme park [9].

#### **3.3. Create Multiple Value Functions**

As an integral part of the leisure sports industry, the existence of the sports theme park is a new growth point of the national economy. Sports theme parks should create multiple values for the society and provide diversified services for consumers. When people enter the sports theme park, by participating in leisure sports, they should be able to promote physical and mental development, reduce human fatigue, and restore body functions. and other purposes, so that people can obtain spiritual comfort, gain a sense of belonging, maintain inner peace and balance, and get rid of material repression and bondage from the depths of the soul. In addition, while meeting the diversified needs of the public, sports theme parks must be able to stimulate sports consumption, cultivate new economic growth points, spawn new industries and departments, and make unique

contributions to economic construction and economic development [10].

### 3.4. Incorporate Unique Cultural Elements

Sports theme parks are not only physical projects with venues and facility services as the attraction, but also cultural projects with independent theme culture as the core. The design of sports theme parks should incorporate characteristic cultural elements, excavate cultural connotations, promote the development of cultural products and marginal products, and increase the diversity and richness of the development of cultural derivative products. By incorporating characteristic cultural elements, create a unique paradise IP and increase brand awareness.

## 4. Conclusions

A sports theme park is a leisure and entertainment space that integrates sports, entertainment, leisure and social interaction around a specific theme or multiple themes in the city. The sports theme park implements the "people-centered" development concept, so that the urban sports space resources can be used more scientifically, reasonably and efficiently. In the context of healthy China, this paper proposes countermeasures for the development of sports theme parks from multiple perspectives, and is committed to improving the masses' experience of sports and leisure. As a space carrier of leisure sports, sports theme parks are the basis for mass leisure sports, social entertainment, and promotion of sports consumption. Its development and construction are of great significance to promoting the construction of a healthy China.

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