

# Breakthrough of Table Tennis Industry under the Background of Big Development of Our Country Sports Industry

Lianbo DING

Physical education, Tianjin University of Technology and Education, Tianjin, CHINA

**Abstract:** During the period of rapid development of sports industry in our country, the development of table tennis industry is relatively backward. By using the literature material method, expert interview and field investigation, this research sums up the main factors which restrict the development of the Chinese table tennis industry. The research suggests that the development of table tennis industry should take the table tennis further integration with the national fitness, with the help of new media to expand public participation and reform the will commence to lead a social and professional road. Accelerate the development of market-oriented operation and to enrich the diversification of table tennis industry.

**Keywords:** Table tennis industry; Sports industry; Development

## 1. Introduction

In the planned economy era, the sports play a strong social function of national physique and for encouraging the national spirit. With the continuous development of sports enterprise in our country and the continuous improvement of the socialist market economy, sports industry rise gradually, and has become a new impetus to the national economy growth. Our country sports industry structure was given priority to the sporting goods industry in the past. Now it has gradually developed into an industrial compound system consisting of sports service industry as the core and the sporting goods industry. With China's sustained economic growth, people's income and living standards greatly improved, sports consumption is gradually flourishing in China. We can foresee broad prospects and great potential of the development of sports industry. Table tennis as our country's national sport, both in the category of competitive sports and in the field of the national fitness still has an important place. in China under the background of rapid development The sports industry, the development of table tennis industry is relatively backward. The top priority is how to achieve the balance between table tennis career and table tennis industry under the background of enterprise and how to make breakthrough of table tennis industry.

## 2. The current situation of sports industry development in our country

### 2.1. The socialized, diversified development of the sports industry

With the implementation of the scientific development conception and the rapid development of macro economy in our country, the overall industrial structure keeps optimizing. Change of industrial structure and the trend of resource allocation is gradually reasonable, the proportion of the tertiary industry in the national economy keeps growing, the sports industry faces favorable opportunity of development with the help of the third industry's countries' policy support .Our country's economy has been incorporated into the global economic community with deep international economic exchanges and cooperation, the sports industry has a good market environment. With the deepening reform of our country sports enterprise, under the market economy lever moving, sources of funds that flocked to the social sports industry showed a trend of diversification. Trade barriers gradually fade of the sports industry and sports industry socialization trend is obvious.

### 2.2. Sports fitness, leisure and entertainment industry is flourishing, which shows the tendency of professional differentiation

Economic development promotes the people's living standard and consumption level, the mass fitness sports and recreational sports is growing, which injected new impetus to the development of the sports industry. Compared with competitive sports, mass sports involve more people and fields. The concept of "Spend money on health" is accepted by more and more people, our country's sports fitness and recreation are forming an unprecedented, new pattern with popularization. It has become the trend of sports consumption of the residents in our country, which makes the development of sports industry

get a strong boost, and it will drive and promote the development of other industries and sectors. At the same time, our country's sports fitness entertainment market appeared the trend of specialization, differentiation, sports fitness entertainment, sports competition performance industry, sports lottery, sports brokerage industry, sports training industry and so on many kinds of sports industry market began to grow.

### **2.3. Competitive sports' professionalization and socialization drive the development of sports industry**

Under the influence of the global competitive sports' professionalization, professionalization and socialization, our country competitive sports have made greater development, especially football, basketball and so on. Competitive sports' professionalism means that society and market become the key to the development of sports market and also means that a large number of social capital will be injected into the professional game, which breaks the previous mode of team focused training of the sports system. It not only save the state funding, but make sports level improve faster, and higher penetration rate. Under the impetus of the development of social productivity, as well as the professional sports stars, sports has become an important part of the general public to social life, which further promote the development of sports industry.

### **2.4. The new media play a huge role in promoting the development of the sports industry**

Represented by electronic media transmission of modern high-tech means have a broad and far-reaching influence on the sports industry. Electronic media including television, radio, computer, Internet and other media revolutionized the sport's relationship with audiences. Because of this, more and more companies take sports as the carrier of publicity and promote your business or product to global consumers to by spending huge sums of money with the method of naming, sponsoring. Electronic media, so to speak, make sports dramatic, ornamental and great attraction. It not only changed the way people watch sports games, but also greatly changed the face of the athletic sports industry and promotes the development of the sports industry.

## **3. The factors restricting the table tennis industry development in our country**

### **3.1. The World Series "dominance", the audience become aesthetic fatigue**

In the field of competitive table tennis, table tennis athletes in our country in the world competition is invincible, especially over the past twenty years, it has reached the degree that "Chinese athletes winner is not news, without the champions league is the news". There is no denying

that our generations of table ball train hard, struggle who has got a lot of honors for our country, also drove the development of the table tennis. But if a competitive project with no suspense, will inevitably bring negative influence. The international table tennis federation has been changing the rules of table tennis competition, China's table tennis world has put forward "Wolf plan", this is all in order to improve the competitiveness of the foreign athletes, increase antagonism of the world's game, but the Chinese table tennis monopoly situation has not changed. That makes the world table tennis competition is often a lack of suspense, the audience's attention will decline, and table tennis sports consumption related industry also faces great pressure, which leads to for the passion of broadcasters and sponsors to table tennis match decline, to some extent, it influences the development of table tennis.

### **3.2. "Ping" super league play an insignificant role in development of table tennis industry**

Professional league is supposed to be the most mature and most widely a form of organization as a competitive project development, such as the world's most successful professional football league in the NBA, F1, European five big league, four grand slam tennis, etc. It not only leads to the popularization and development of the sports but also has great commercial value. But as China and even the world's highest level ping super league, despite more than ten years of development, should face the problem of no main sponsor in the 2014 season, the NBA finals held in a town in embarrassment. In our country under the background of sports environment, football CSL, CBA basketball, table tennis table are recognized as the best league in the top three, while the former two does not have best athletes in its fields in the world, but have got gratifying achievements on commercial value, only on the event name, for example, the Chinese super league four years exclusive rights to the total contract value reached 600 million Yuan, the CBA also received Li Ning company named sponsorship of nearly 2 billion Yuan for five years. Compared with that, ping super league has gathered the world's best table tennis players, but even in mastering the core resources, they still can not find a suitable table tennis tournament presentation and business model on the basis of characteristics of it, hence the impetus function to the whole table tennis industry is weaker.

### **3.3. The development of sports consumption industry related table tennis lags behind.**

Table tennis has a broad mass base in our country, so the table tennis appliance market is huge. But domestic excellent table tennis appliance brand is very few, according to the statistics in table tennis appliance market in China only four of the top 10 is home bred brand, and

ranked relatively behind, degree of market share is not high. In recent years, table tennis fitness club is increasing in our country, especially in cities, more and more people choose into the interior for table tennis. But problems is also prominent, one is that table tennis club fight for its own without a scale chain management, besides professional club is rare; the other is that professional table tennis coach is very few, mostly is part-time job students without high stability; Third is the structure of age of people who participate in the table tennis training is unreasonable, which in the majority with teenagers, mostly a child in practice, the parents in the wait-and-see. All these reflect the table tennis sports consumption related industry in China is pale, which also suggests that there is still a big development space.

#### **4. Ways of breakthrough of table tennis industry development in our country**

##### **4.1. Make table tennis further integration with the national fitness**

National fitness field has a broad market, to blend in table tennis movement in the field of the national fitness and table tennis with the help of the national fitness development at the same time by using the media's propaganda and campaigns to create a table tennis sports culture atmosphere. Now both CCTV and local media coverage have high frequency of table tennis match. we should display the advantage of the publicity platform more to make the high-quality goods and attract sponsors enterprise participation. Such as actively carrying out similar CCTV's "who is the great" table tennis champions folk activities, expanding public participation, expanding table tennis' influence in society, to build the foundation of the industrialization of table tennis.

##### **4.2. Change ideas reform the competitive table tennis double-track; lead a social, professional road**

Competitive table tennis in China is double track for a long time under the system of national team training. Competition, one side is their club holds ping super league, but the reality is that regardless of the national team, or ping super league the attention increasingly decline. So we need to change ideas, bold innovation, reform the existing system, to the road of mercerization, professionalization. One is the tube being separated and clears from department of their respective functions. The administrative department for physical culture and sports such as dean is mainly responsible for the use of law and the market two levers to table tennis career management and development; Departments in charge of industry policy and the management and market regulation; Athletic professionals are responsible for the matter in team training and competition, the market operation and development to the companies and professionals, the formation

of participating, rights, responsibilities and unified operation mechanism. Secondly, the reformation of table tennis athletes training mode changes the existing table tennis player who - state - international model, draw lessons from foreign table tennis athletes training pattern, let the athletes the ownership subject to the club, professional road, every contest pageant good athletes on behalf of the national team, rather than the existing national long-term training mode, such not only can increase the degree of competitive world series, improve the game of suspense and attention, also can avoid the waste of talent, talent basis for the promotion and development of table tennis.

##### **4.3. Accelerate the development of market-oriented operation, diversification of table tennis industry**

With the vigorous development of the sports fitness, leisure and entertainment market, speeding up the development of table tennis industry, will make big progress in consumer market related table tennis. First: It is to continue expanding table tennis products market, to develop competitive local table tennis products enterprises. Table tennis products have huge market potency in our country, with the help of table tennis in the nationwide fitness campaign, clothing, rackets, table; ball segment of the market has a huge market space. In order to improve the quality of the products and cultural connotation and to improve the methods of marketing with strong market competitiveness, Chinese domestic table tennis product enterprises should actively learn culture ideas and operation experiences from foreign famous table tennis product enterprises.

Second: It is to vigorously develop table tennis fitness, training industry and realize scale management of table tennis fitness club. In recent years, sports fitness, leisure market is developing rapidly, especially in big cities, white-collar class, the elderly and youth, to cultivate the habit of fitness has become a fashion. Table tennis fitness club should catch this opportunity to build brands, realize scale management and improve the level of hardware and the quality of services to attract more people choose to fitness, leisure, table tennis. It also needs to lead to the development of table tennis consumer industries. In addition, there is a certain strength of table tennis fitness club which can also undertake the duties of a table tennis training institutions such as the "youth", for children with interest and talent for centralized training, not only can avoid the "youth" institutions such as the single structure, the problem that management is not standard, but also can select excellent young athletes and deliver more talents for the country.

Third: To further develop table tennis competition performance market. Today's society, competition performance industry has become the important driving force in the development of sports industry. It is an indispensable link in sports industrialization. Compared with the

project such as football, basketball, table tennis because of its characteristics of the project itself has ornamental congenital deficiencies, but table tennis has its own unique charm, so we must be good at mining table tennis during a project, such as using the double chromospheres, advanced audio-visual technology practice affects broadcasts to increase its appreciation. We can also through the organization of retired athletes or an exhibition of star players in service, in a certain scale of folk form such as table tennis, through the television rights and sponsorship and ticket sales, such as way to increase profits, attracting more and more people pay attention to and participate in the table tennis, table tennis competition performance market diversification, to promote table tennis industry rapid development.

## 5. Conclusion

China's sports industry is in a rapid speed development in the direction of socialization and diversification. Competitive sports' professionalization and the new media's role is growing. As an important part of our country's sports, the development of table tennis industry faces many re-

strictive factors, and we should seize the opportunity, to make table tennis further merge with the national fitness, actively change ideas, reform of double-track, lead to a social professional road. Accelerate the development of market-oriented operation, diversification of table tennis industry, and to promote the rapid development of industry of table tennis.

## References

- [1] Sun Juan, wang Jian-hai . Study [J]. Journal of industry development in our country in table tennis sports culture Tribune, 2008.8, 68-78.
- [2] Liang Xiaolong :sports industrialization, and some basic theory problems of contemporary Chinese sports the 10 [J]. Journal of sport culture Tribune, 2004 (2) : 4 - 8.
- [3] LangChaoChun. Table tennis project industrialization thinking [J]. Journal of BBS, industry and technology, 2013 (12) 23.
- [4] GanGang. Thinking about the problems of sport industrialization [J]. Journal of wuhan institute of technology, 2009 (18) 122-124.
- [5] Wang Guang Guo Zhen. The main factors affecting the development of table tennis industry in China [J]. Journal of human agricultural university, 2008 (9) 130-131.