



Research on the development strategy of Neijiang Zigong sports city under the background of the construction of the double city economic circle in Chengdu-Chongqing area

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Abstract

The proposal of the " Outline of the Construction Plan for the Two-city Economic Circle in Chengdu-Chongqing Area " has brought new opportunities for the coordinated development of the sports industry in Neijiang and Zigong. This paper uses the methods of literature, expert interview and induction to analyze the realistic basis, main dilemma and realization path of the development of sports integration in Zigong, Neijiang. The study found that the development of Zigong sports integration in Neijiang is faced with the imperfection of school sports infrastructure resources ; competitive athletes have less mutual cooperation and are not closely linked ; lack of motivation in mass sports events ; there is a lack of characteristics and innovation in the sports industry brand. Therefore, this paper suggests that the two municipal governments take the lead in collaborating with each other and integrating various resources ; optimize regional layout and give full play to complementary advantages and dislocation development ; jointly cultivate outstanding athletes and jointly organize sports events to strengthen exchanges and contacts between the two cities ; lead the high-quality and coordinated development of green sports industry, enhance the initiative of sports development in the two regions, and jointly promote the development of sports integration in Neijiang Zigong.

Keywords: *The Construction of Chengdu-Chongqing Economic Circle ; Neijiang Zigong Area ; Urban Integration ; Sports Industry ; Coordinated Development*

A. Introduction

On October 20,2021, the Central Committee of the Communist Party of China and the State Council issued the " Outline of the Construction Plan for the Two-city Economic Circle in Chengdu-Chongqing Region " document, which clearly pointed out that " jointly promote the development of sports. " Promote national fitness and promote the construction and open sharing of resources such as sports venues. Establish Chengdu-Chongqing sports industry alliance, promote sports cooperation and competitive talent exchange and training, and jointly bid for international and domestic high-level large-scale sports events (Central Committee of the Communist Party of China, & State Council, 2023). It is another strategic layout and major measure with the goal of synergistic effect in promoting regional coordinated development and promoting cooperation and exchanges between neighboring cities (Chen & Liu, 2020). As the Sichuan Provincial Party Committee and the provincial government put forward the development strategy of " one trunk and multiple branches, five districts coordination " at the Third Plenary Session of the Eleventh Central Committee (Sichuan Provincial People's

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Government, 2023). The ' 123456 ' strategic deployment issued by Sichuan Provincial Sports Bureau (Yang, 2023), Announcement and the Sichuan Provincial People 's Government on the ' Neijiang Zigong city development overall plan ' approval,The Neijiang and Zigong areas have ushered in new opportunities in the construction of sports. In the development strategic deployment of " one trunk and multiple branches, five districts coordination, " the provincial government has clearly made the southern Sichuan economic zone a " second economic growth pole of the province, " and jointly promoted the work exchange and coordinated development of the Neijiang Zigong area in the field of sports.

At present, there is a lack of research on the coordinated development of sports industry in Chengdu-Chongqing area. Only 19 journals (as of February 2023) containing ' Chengdu-Chongqing ' and ' sports ' were searched through CNKI, of which 17 were published in the past three years and 6 were core journals. The existing research on the development of sports urban integration mainly includes the following aspects : First, the concept of urban integration. Xingming believes that urban integration is a phased product of economic and social development. It is a close economic connection and complementary resources. It is a realistic demand for the development of urban integration. It is a new type of regional economic union to carry out structural planning and reasonable industrial layout of the connecting zone between the two cities (Xing, 2011). Huang Xinhao believes that urban integration emphasizes the promotion of the overall development of the region through the integration of resources between cities, and promotes the linkage development of the two cities through the application of core-periphery theory, regional division of labor theory, growth pole theory and other theoretical foundations (Huang, 2013). Qiumei believes that urban integration is to achieve sustainable development, through the generation and interaction of factor flows, optimize the allocation of resources and other theoretical foundations, to make it a new type of urban integration model, and put forward strategies such as optimizing the allocation structure of regional resources, improving the living and working environment of the city, and implementing dislocation development (Qiu, 2013). Zheng Wei and Chen Xu believe that urban integration refers to the process of establishing a sound coordination mechanism as soon as possible for two or more cities, improving the effect of collaborative governance, and making inter-city industrial development a modern urban development model (Zheng & Chen, 2020). Promoting the close connection of regional urban functions, and finally realizing the urban integration of regional governance (Ma & Dou, 2018). The second is the research on the dilemma and implementation path of sports integration. Sports city integration refers to the integration of regional sports resources to achieve the coordinated development of sports in space, so as to improve the level of sports public services and promote the improvement of urban comprehensive competitiveness.However, the development of sports integration is faced with three difficulties : financial difficulties ; policy dilemma ; management dilemmas. In response to these difficulties, government departments should increase capital investment in sports integration, encourage social capital participation, and broaden funding sources. Secondly, we should improve policies and regulations, realize the unification and interconnection of policies, improve management level, strengthen coordination and cooperation between departments, and improve work efficiency. It can also promote the construction of the national fitness public service system by holding urban sports events. The third is the empirical research on the coordinated development of sports in other regions. Zhejiang Province has issued the ' Zhejiang Province National Fitness Implementation Plan (2021-2025) ', which has promoted the deep integration of sports and

economic development. The plan proposes that we should innovate and promote the service guarantee management mechanism of the National Games events, strengthen the relevant cooperation of the National Games events related venues construction, service support, event communication, event publicity, etc., and build a new pattern of sports regional cooperation such as sports talent team construction, major event preparation organization, sports service social and economic development. In addition, Zhejiang Province has also carried out a comprehensive, systematic and re-plastic reform of the national fitness service by means of digital technology and information technology, and has covered 30 public venues in 15 units in the city, with nearly 70,000 active users. In addition, Jiangsu Province has issued the ' 14th Five-Year Plan for Sports Development in Jiangsu Province ', emphasizing the need to strengthen the structural adjustment and optimization of the sports industry, in order to achieve high-quality development of the sports industry, improve the innovation ability and market competitiveness of the sports industry, take advantage of resource advantages, strengthen cooperation with surrounding cities such as Shanghai, and actively promote the vigorous development of regional sports. In view of this, under the historical background of the construction of the two-city economic circle, it is urgent to sort out the realistic basis and main difficulties of the development of Neijiang Zigong sports integration in recent years, and discuss the path of coordinated development.

B. Methods

This study employs a descriptive quantitative design to evaluate and analyze the development of sports integration in Neijiang and Zigong. This design focuses on measuring various variables related to sports infrastructure, athlete cooperation, motivation for mass sports events, and innovation in the sports industry brand through structured surveys and questionnaires.

The research procedure begins with the determination of the population and sample. The study population includes all stakeholders in the sports industry in Neijiang and Zigong, such as school administrators, athletic coaches, sports event organizers, and sports industry professionals. The sample will be selected using stratified random sampling to ensure balanced representation from various groups within the population. Following sample selection, the next step is the development of the research instrument in the form of a questionnaire covering various aspects relevant to the study. This questionnaire will then be tested for validity and reliability through a pilot test.

Data collection will be conducted by distributing the questionnaire both online and directly to the selected sample, with a data collection period planned for four weeks to ensure maximum participation. The primary data collection technique in this study is the structured questionnaire, which uses a 5-point Likert scale to measure respondents' agreement levels with various statements related to the conditions of sports infrastructure, frequency and intensity of athlete cooperation, motivation for participation in sports events, and perceptions of innovation in the sports industry brand. Additionally, secondary data will be gathered through document analysis of government reports, policy documents, and publications related to the Chengdu-Chongqing twin-city economic development plan and its impact on the sports industry.

For data analysis, the study will use descriptive statistics to describe the characteristics of the data obtained from the questionnaire, including mean, median, mode, and standard deviation. Frequency tables and bar charts will be used to visualize the distribution of responses to each questionnaire item. Inferential analysis will be conducted using linear regression to determine the relationships between independent variables (such as sports infrastructure and athlete cooperation) and dependent variables (such as motivation levels and sports industry brand innovation). Pearson correlation analysis will be used to evaluate the strength and direction of relationships between variables. Furthermore, exploratory factor analysis will be performed to identify the underlying factor structure of the questionnaire items, and internal consistency will be assessed using Cronbach's alpha. The results of the data analysis will be used to draw conclusions about the current conditions, main dilemmas, and realization paths for the development of sports integration in Neijiang and Zigong. Based on the study findings, recommendations will be formulated to provide specific steps for local governments and other stakeholders to enhance cooperation and development in the sports industry in both regions.

C. Findings and Discussion

The reality of the development of sports in Zigong Neijiang

1. Social and Economic Foundations

Neijiang City and Zigong City are about 28 kilometers away. From the perspective of topography, the region is flat and belongs to the shallow hilly area. At the same time, the area has a high population density, close communication between residents, and rich site resources and natural resources, which is very conducive to the development of urban economy. According to the relevant data of the 2018 Statistical Yearbook of Sichuan Province, in 2017, the total population of Neijiang City was 4.1586 million, and the GDP reached 133.209 billion yuan. The total population of Zigong City is 3,262,000, and the GDP reaches 131,207 billion yuan. The total population of the two cities reached 7.39 million, accounting for 8.1 % of the registered population of Sichuan Province. Among the 21 prefecture-level cities in Sichuan Province, the GDP of Neijiang and Zigong ranked 10th and 11th respectively (see Table 1). In 2018, Neijiang 's GDP was 141.175 billion yuan, an increase of 7.8 % ; zigong 's GDP is 140.671 billion yuan, with a growth rate of 8.7 % . Therefore, the economic status of these two cities in Sichuan Province is very important. From 2019 to 2020, although the total population of the two cities has decreased to a certain extent, GDP has increased, and the growth rate is relatively small. Therefore, it has little impact on society and economy.

Table 1. Summary of population and GDP in Sichuan, Neijiang and Zigong from 2017 to 2018

Province / city	2017		2018		2019		2020	
	Population (Ten thousand people)	GDP (billion yuan)	Population (Ten thousand people)	GDP (billion yuan)	Population (Ten thousand people)	GDP (billion yuan)	Population (Ten thousand people)	GDP (billion yuan)
Sichuan province	8302.00	36980.20	8341.00	40678.13	9099.50	46615.82	8367.50	48598.80
Neijiang city	415.86	1332.09	413.45	1411.75	408.18	1433.30	314.07	1465.88
Zigong city	326.20	1312.07	327.38	1406.71	329.73	1428.49	248.93	1458.44

(Data source : 2018 Statistical Yearbook of Sichuan Province)

2. The Current Situation of School Sports Development

In 2020, there are 1769 part-time physical education teachers and 1060 full-time physical education teachers in Zigong City, with a proportion of 37.47 % (see table 2). The city 's per capita stadium area of 2.21 square meters. The per capita area of sports venues for students is 5.20 square meters in primary schools (only 3.90 square meters in urban areas), 11.38 square meters in junior high schools (9.14 square meters in urban areas), and 15.06 square meters in senior high schools. In 2020, there are 1398 part-time physical education teachers and 814 full-time physical education teachers in Neijiang City, and the proportion of full-time physical education teachers is 36.80 %. The per capita sports field area of the city is 0.51 square meters, and the per capita sports field area of primary and secondary schools is about 3.94 square meters. By 2025, we will focus on deepening the integration of sports and education, consolidating the position of youth training, and promoting the development of Zigong Youth Sports Club Federation. Neijiang City has further promoted the campus sunshine sports activities, and the campus ' two exercises and one activity ' has been effectively carried out. A total of 5 school sports events were held throughout the year, and the team participated in 4 municipal sports events and 2 provincial sports events, all of which achieved good results. Four schools have successfully established district-level sunshine sports demonstration schools. Shizhong District has been identified as Neijiang Youth Football Training Center, and four schools have been identified as football youth training bases.

Table 2. The current situation of physical education teachers resources in Neijiang and Zigong in 2020

cities	Number of part-time physical education teachers (name)	Part-time physical education teacher	Number of full-time physical education teachers (name)	Full-time physical education teachers
Neijiang City	1398	63.20%	814	36.80%
Zigong City	1769	62.53%	1060	37.47%

3. Development status of competitive sports

From 2017 to 2018, the two cities jointly cooperated in the training of young swimmers in Zigong City, a total of two times. On January 21, 2021, Neijiang City responded positively to the policy needs, held a meeting and adopted the ' 2021 Neijiang Municipal Government Work Report ', proposed ' actively bid for the 15th Provincial Games ', and sounded the horn of ' building a strong sports city '. From 1983 to 2012, the city fully supported and trained more than 200 excellent high-level athletes for the country, such as Olympic champion Tang Lin (judo), world champion Wu Dan (volleyball), Qiu Bo (diving), Long Jiaoer (martial arts), Asian champion Liu Xiaomei (track and field), Yu Dan (shooting), Tang Yu (flying saucer), Chen Pingxi (table tennis), Duan Zhenkun (water skiing), etc., including Olympic Games, World Championships, World Cup, Youth Olympic Games, Asian Games, National Games and other major international and domestic events. Gold medals, won more than 40 international championships, more than 90 national championships, and topped the previous provincial games. Zigong City has trained nine world champions such as Gao Min (diving), Tong Ling (table tennis), Cheng Hui (hockey), Zhou Yilin (diving), Wang Wei (model), Chen Jing (volleyball) for the country. A total of 26 gold medals were won in the international competition, and more than 100 gold medals were won in the intercontinental competition. It focused on promoting the construction of the Southwest Bicycle Sports Center and preparing for the 2026 Provincial Fifteen Games and other actions. At present, it has completed the signing of three provincial and two teams of diving, bicycle and rowing projects jointly built by provinces and cities, ranking first in the province.

4. Development Status of Mass Sports

Mass sports are booming, and sports culture is rich and colorful. From 2018 to 2019, Neijiang City held four mass sports events, such as marathons ; zigong held a total of 6 mass sports events, such as swimming competitions. In the past four years, the two cities have been affected by factors such as the epidemic situation and the enthusiasm of the masses to participate, and there have been fewer mass sports events. There are 1 international referee, 16 national referees, 270 first-level referees and 2350 second-level referees in Neijiang City ; there are 30 national social sports instructors, 160 first-level social sports instructors and 2050 second-level social sports instructors. Neijiang City, a total of 5257 sports facilities. Zigong City has a deep mass base, with a total of 21661 sports practitioners, nearly 10,000 people training social sports instructors and referees at all levels, and more than 3 million people participating in sports activities. Zigong City has a total of 3186 sports venues, with an area of 3.341 million square meters. Focus on promoting the national fitness facilities to make up for the shortcomings, provincial national fitness events, municipal national fitness events, mass sports leader recruitment training and other actions. In 2020, the per capita sports consumption expenditure of Zigong City will be 1638.95 yuan, accounting for 5.79 % of the per capita disposable income of residents, ranking 10 th in the province ; the per capita sports consumption in Neijiang City is 1395.85 yuan, and the per capita income in Neijiang and Zigong is not high, which leads to the fluctuation of the overall trend of mass sports consumption. The per capita sports consumption in the two cities is not high, and the change range is small.

Table 3. Summary of per capita consumption of sports in Neijiang Zigong from 2019 to 2020

cities	Consumption per capita in 2019 (yuan)	Consumption per capita in 2020 (yuan)	Range of variation (%)
Neijiang city	1427.04	1395.85	-2.19%
Zigong city	1672.09	1638.95	-1.98%

5. Status Quo of Sports Industry Development

The two cities have not formed a sports independent brand in the sports brand, and there is little communication and cooperation with the surrounding cities. In 2020, the output value of sports industry in Neijiang reached CNY 3.382 billion, and the added value of sports industry reached CNY 1.05 billion (see Table 4). In 2020, the total output value of the sports industry in Zigong City will be about 3.5 billion yuan, the added value of the sports industry will be 1.5 billion yuan, and the added value of the sports industry will account for 1.02 % of the regional value of Zigong. These data show that the total output value of the sports industry in the two cities accounts for less than 5 % of the total output value of the sports industry in Sichuan Province. The market economy effect of the sports industry in the two cities is not high, and the transformation of commercial achievements is not good. In order to implement the ' Implementation Opinions of the People ' s Government of Sichuan Province on Accelerating the Development of Sports Industry to Promote Sports Consumption ' [14], on February 16, 2016, the People ' s Government of Neijiang City promulgated the ' Implementation Opinions of the People ' s Government of Neijiang City on Accelerating the Development of Sports Industry to Promote Sports Consumption '. It is proposed to build Neijiang City into a new highland for the development of sports industry in southeastern Sichuan by 2025, to create a number of sports industry bases with local characteristics, to create a number of excellent sports clubs, demonstration venues and brand events, and to create a number of festivals and mass activities with local characteristics and folk characteristics. Basically, a modern sports market service system with reasonable layout, perfect functions and complete categories has been built. The

average area of sports venues has reached 1.5 square meters, and the number of people who regularly participate in physical exercise has reached 1.8 million. The awareness of mass sports fitness and consumption has been significantly enhanced, and the per capita sports consumption expenditure has increased significantly. The total scale of the sports industry is more than 7 billion yuan. On April 28,2022, the Zigong Municipal Bureau of Education and Sports issued the " Zigong City Sports Development ' 14th Five-Year Plan ' [16] document, which proposed to gradually form a modern sports industry system with fitness and leisure, competition performance and venue services as the core, and become a new growth point to promote the city 's economic development.

Table 4. Analysis table of sports industry value of Sichuan, Neijiang and Zigong in 2020

Sports output value	sichuan province	neijiang city	zigong city
Total output value (billions)	1734.02	33.82	35
Value added (billion yuan)	648.02	10.05	15

The main dilemma of the development of sports integration in Zigong, Neijiang

In summary, through the analysis of the current situation of sports development in Neijiang and Zigong, it can be seen that the two places are facing great challenges in the process of sports integration. Although the Sichuan Provincial Party Committee, the provincial government and the Sichuan Provincial Sports Bureau have formulated relevant development strategies and plans, the specific implementation path is still under discussion and practice (Bai & Chen, 2019). Starting from the basic form of sports, in terms of school sports, the two cities are relatively imperfect in the allocation of school sports venues resources ; in terms of competitive sports, the two cities have less cooperation in training excellent athletes and are not closely linked. In terms of mass sports, the two cities have insufficient motivation to jointly organize mass sports events ; in the sports industry, the two cities have less cooperation and exchange in the sports industry, and the brand of sports events lacks characteristics and innovation (Wang, 2021).

The Realization Path of the Urban Integration Development of Zigong Sports in Neijiang

1. Jointly build a school sports resource sharing platform to help the construction of stadiums and gymnasiums

With the goal of " health first, all-round development of students ' physical quality, " we will develop the comparative advantages of school resources in the two cities, dislocation development, and jointly promote close contact and complementary resources. Actively build sports training centers and bases into training venues with regional characteristics and absorb high-quality social resources such as universities. However, there are differences between the two cities. In terms of venue construction, Neijiang is now establishing Neijiang Sports Center venues, which include gymnasiums, swimming pools, comprehensive halls and national fitness areas. Zigong is now establishing Nanhu Sports Center, which includes stadiums, tennis centers, outdoor training venues and multi-level sports fitness venues. In order to help the construction of stadiums and gymnasiums, achieve high-quality development, and continuously contribute sports power, in recent years, Neijiang City and Zigong City Sports Bureau have taken the initiative to stand, fully plan, deeply explore the development potential of sports resources in the two cities, and effectively promote the integration and development of sports resource allocation

(Yang, 2021). A series of related work has been actively carried out, such as investment in stadiums and facilities construction.

2. Optimize the training program for young elite athletes and open up the cooperative training of competitive talents.

Taking the new training system of competitive sports talents and the cooperative training of sports talents as the core, we will strengthen the coordinated development of competitive sports in the two cities. Joint planning of Neijiang City and Zigong City Sports League, to create a certain influence of youth sports and national fitness league brand ; through the exchange and training of athletes, coaches, social instructors, etc., and the strengthening of the exchange of youth sports competitions, we can achieve mutual learning, sharing of results, and accelerate the implementation of the ' one stem and multiple branches ' development strategy ; we will start the cooperative training of new competitive talents, train young athletes with potential, and transport them to provincial high-level sports teams and national teams (Ma, 2019). Strengthen the exchange of youth sports competitions and bid for sports events, jointly promote the development of youth competitive sports in the two cities, and improve the competitive level of outstanding athletes in the two cities.

3. Jointly organize Neijiang Zigong sports events to jointly promote the integration and development of mass sports.

Guided by the cooperation and joint organization of sports events, with integrated development as the core. Through integration, we can achieve mutual cooperation, mutual benefit and common development. Open events to each other, jointly organize sports events, make use of the advantages and specialties of each place, learn from each other, expand the influence of the two cities, and finally achieve mutual benefit and win-win situation, learn from each other, and enhance the enthusiasm of the two cities to run competitions ; the two cities are led by the heads of relevant government departments, and a list of cooperation for the integration and development of mass sports is formulated to fully prepare for the promotion of sports events in the two cities (He, 2012). The sports integration of Neijiang and Zigong not only improves and progresses in economy, sports culture and physical education, but also improves the development of mass sports. In sharing educational, cultural and sports resources, they jointly promote the development of mass sports, enhance the regional brand industry effect and set up brand characteristic events.

4. Build a regional characteristic sports industry to help economic growth.

Attract social capital policy. Encourage social capital to enter the field of sports industry, build sports facilities, develop sports products, and provide sports services. Supported by digital sports industry, promote the innovation and development of sports industry informatization in the two cities. Zigong and Neijiang jointly build a sports big data development alliance, complement each other 's advantages, build a platform, build and share mutual benefit and win-win situation ; actively carry out the construction of urban sports in Zigong, explore the cooperation mode of digital sports industry between Zigong and Neijiang, and form a new pattern of complementary advantages and coordinated development (Guo & Shi, 2016). The two cities jointly incubate the characteristic brands of sports industry, jointly study the development direction and path, effectively strive for favorable policies, and strengthen the coordinated development of sports industry in the two cities. We should adhere to the concept of ' sports + ' to promote the integrated development of the two cities, strengthen information exchange and

resource sharing, promote the exchange of sports industry and the cooperation of sports enterprises between the two places, and work together to strengthen the 'big market' of Zigong sports in Neijiang. The two cities cooperate closely in the digital sports industry, jointly build a cooperative partnership for the development of sports big data, promote the high-quality and coordinated development of the sports industry in the two cities, and effectively help the regional economic growth of the two cities

D. Conclusion

The development of sports integration in Neijiang Zigong is not only an important connotation to promote the development of Chengdu-Chongqing economic circle, but also a concrete practice to implement the strategy of regional coordinated development in the field of sports. In the context of the development strategy of the Chengdu-Chongqing Economic Circle, it is necessary to take advantage of internal and external advantages, strengthen mutual cooperation, integrate various types of advantageous resources, optimize regional layout, accelerate the formation of 'gear-like' mosaic mode between Neijiang and Zigong, and promote regional complementary advantages and dislocation development. In terms of school sports, the two cities are relatively imperfect in the allocation of school sports venues resources. It is necessary to give full play to the advantages of school resources, rationally invest in the construction of sports venues and facilities, open up to the society and collect appropriate business operating expenses, jointly formulate physical education syllabus, and carry out teacher exchange teaching. In terms of competitive sports, the two cities are closely linked and cooperate with each other to cultivate excellent athletes, strengthen youth sports cooperation to cultivate talents, optimize athlete training programs, and jointly enhance the influence of the two cities ;In the aspect of mass sports, the government should jointly run mass sports events, learn from each other's strengths, achieve mutual benefit and win-win results, and integrate development. The government should actively cultivate high-quality sports instructors in the society, so that the development level of mass sports can reach the level suitable for the development of mass life. In the sports industry, the two cities lack characteristics and innovation in the sports industry brand. It is necessary to take sports as the main body, the government should strengthen the optimization and upgrading of the sports industry structure, increase the support for the start-up sports industry, and jointly incubate the independent brand of the sports industry. The development of sports integration in Zigong, Neijiang should not only fully absorb and learn from the experience of coordinated development of domestic sports, but also combine the advantages and characteristics of the two cities. It is also necessary to take a unique, high-quality and sustainable new measure of coordinated development of sports to provide a new path for the development of regional sports integration in China

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