

Study on the Influence Mechanism of Guangdong-Hong Kong-Macao National Games on the Development of Sports Industry in Guangdong Province

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Abstract

The purpose of this paper is to explore the impact mechanism of the Guangdong-Hong Kong-Macao National Games on the development of the sports industry in Guangdong Province and its long-term impact. Through literature review, current situation analysis and policy assessment, the study finds that the Games have had a significant direct economic effect on the sports industry in Guangdong Province, promoting the construction and improvement of sports infrastructure, and driving the development of sports tourism and related industries. The optimization of the policy environment provides a solid foundation for the development of the sports industry, while the development of sports industry clusters and innovation and branding enhance the competitiveness of the industry. This paper puts forward policy recommendations to strengthen the utilization of post-game venues, cultivate sports event IPs, promote the development of industrial integration, optimize the policy environment, strengthen the cultivation and introduction of talents, promote industrial innovation as well as enhance regulation and services, in order to achieve the sustainable development of the sports industry in Guangdong Province and to contribute to the regional economic growth and social progress.

Keywords

Guangdong, Hong Kong and Macao National Games; Guangdong Province; Sports Industry; Impact Mechanism; Sustainable Development; Policy Recommendations.

1. Introduction

1.1. Background of the Study

The Guangdong, Hong Kong and Macao National Games, as an important event in Chinese sports, is not only a stage for sports competition, but also an important opportunity to promote the development of the regional sports industry. Since the first National Games was held in 1959, the Games have become an important platform to showcase China's sports achievements and promote sports development. With the in-depth implementation of the Guangdong-Hong Kong-Macao Greater Bay Area strategy, the 2025 Guangdong-Hong Kong-Macao National Games will

be an important opportunity to promote the synergistic development of the regional sports industry. As the frontier of China's reform and opening up, the sports industry in Guangdong Province has been developing rapidly in recent years, and the hosting of the Guangdong-Hong Kong-Macao National Games will bring new growth points for the sports industry in Guangdong Province. This includes not only the acceleration of infrastructure construction and the expansion of the sports consumption market, but also the internationalization and promotion of sports brands and the rise of sports tourism. Therefore, exploring the potential impact of the Guangdong-Hong Kong-Macao National Games on the sports industry in Guangdong Province is of great significance in understanding how large-scale event activities can promote regional economic development.

1.2. Research Significance

Large-scale sports events such as the Olympic Games and the World Cup have been proven to have far-reaching impacts on the sports industries of the host countries and regions. These events not only stimulate economic growth in the short term, but also promote structural optimization and upgrading of the sports industry in the long term. As a top domestic sports event, the impact of the Guangdong, Hong Kong and Macau National Games on the sports industry in Guangdong Province should not be ignored. Studying the impact mechanism of the Guangdong-Hong Kong-Macao National Games on the sports industry in Guangdong Province can help reveal how large-scale sports events can promote the development of the regional sports industry through direct and indirect effects, and provide reference for other regions to organize similar events. In addition, with the intensification of competition in the global sports industry, understanding the impact of large-scale events on the regional sports industry has important theoretical and practical value for formulating effective sports industry policies and enhancing regional competitiveness.

1.3. Research Objectives and Issues

This study aims to analyze in depth the impact mechanism of the Guangdong-Hong Kong-Macao National Games on the development of the sports industry in Guangdong Province.

The main objectives include: (1) to assess the impact of the Guangdong-Hong Kong-Macao Universiade on the construction of sports infrastructure in Guangdong Province; (2) to explore the driving effect of the Universiade on related industries such as sports services and sports tourism; (3) to analyze how the Universiade can enhance the international competitiveness of the sports industry in Guangdong Province; and (4) to explore how the Universiade can promote the sustainable development of the sports industry in Guangdong Province.

The research questions mainly focus on: How can the Guangdong-Hong Kong-Macao National Games promote the growth and upgrading of Guangdong Province's sports industry through the extension and expansion of the sports industry chain? How can the Games enhance the international influence of Guangdong Province's sports industry through promoting sports consumption and international exchanges? By exploring these questions, this study aims to provide strategic suggestions and policy references for the development of the sports industry in Guangdong Province and even other regions.

2. Rationale

2.1. History and Current Situation of the Guangdong, Hong Kong and Macao National Games

As the highest level of comprehensive games in China, the National Games has become an important symbol of China's sports development since it was first organized in 1959. The National Games is not only a stage for athletes to compete, but also an important platform to promote the development of local sports and economic and social development. With the

passage of time, the venue of the Games has gradually expanded from a single city to multiple cities, and even cross-provincial co-hosting, such as the Guangdong-Hong Kong-Macao Games in 2025, which is not only an innovation in the history of the Games, but also an important milestone in the Guangdong-Hong Kong-Macao Greater Bay Area's sports cooperation. The organization of this event is expected to have a far-reaching impact on the construction of sports facilities, sports tourism and sports consumption in Guangdong, Hong Kong and Macao, and promote the overall development of the regional sports industry.

2.2. Definition and Classification of Sports Industry

Sports industry refers to the general name of all kinds of economic activities with sports activities as the main content, market-oriented, and with the main purpose of satisfying people's sports needs. According to the National Statistical Classification of Sports Industry issued by the State General Administration of Sports, sports industry is divided into eleven major categories, including sports management activities, sports competition and performance activities, sports fitness and leisure activities, stadium services, sports intermediary services, sports training and education, sports media and information services, other sports-related services, manufacturing of sports goods and related products, sales of sports goods and related products, trade agency and rental, and construction of sports venues and facilities. The sports industry is categorized into eleven major categories, including sports venues and facilities construction, etc. This classification reflects the wide range of the sports industry. This classification reflects the broadness and diversity of the sports industry, covering a full range of economic activities from sports services to sports products.

2.3. Relationship between Sports Industry and Regional Economic Development

As an important part of modern service industry, sports industry contributes more and more to regional economy. The development of sports industry can expand domestic demand, increase employment, and is expected to become a new economic growth point, thus promoting the sustainable development of the region. With strong industrial correlation and economic permeability, the sports industry plays a significant role in alleviating the downward pressure of economic transformation and appropriately adjusting the structure of economic development, which can drive the region to enhance the comprehensive benefits of sustainable development. In addition, the development of sports industry can also promote the comprehensive sustainable development of human beings, improve the health level and quality of life of the people, which is of great significance to the realization of social equity and the strategy of Healthy China.

2.4. Impact of Large-scale Sports Events on the Development of Regional Sports Industry

Studies at home and abroad have shown that large-scale sports events such as the Olympic Games and the World Cup have a significant impact on the regional sports industry and even the entire regional economy. These events can directly drive the investment in fixed assets, which has a very obvious impact on economic development and can bring more jobs. The impact of the tournament on fixed asset investment is the most direct and significant, and the impact on economic development is very obvious. In addition, large-scale sports events can also promote the continued prosperity of the sports consumer market and the rapid growth of the sports economy, which to a certain extent can alleviate the problem of sustainable economic development. The emergence of the sports industry, the sustained prosperity of the sports consumer market, and the rapid growth of the sports economy are a "blessing in disguise" for regional economic recovery and high-quality development, and have become a new point of focus for regional economic recovery and high-quality development. These studies provide

theoretical support and experience for understanding the impact of the Guangdong-Hong Kong-Macao National Games on the development of the sports industry in Guangdong Province.

3. Literature Review

3.1. Research Status

As an important event in China's sports industry, the Guangdong-Hong Kong-Macao National Games has received widespread attention for its impact on the sports industry in Guangdong Province. From the viewpoint of history and current situation, the National Games is not only a stage for competitive sports, but also an important platform to promote the development of local sports and economic and social development. Studies have shown that the hosting of the National Games has significant direct economic effects on the sports industry in Guangdong Province, including the construction of stadiums, the operation of events and the expansion of the sports consumer market (Zhang Yiping, 2024). In addition, the holding of the National Games promotes the construction and improvement of sports infrastructure, which provides a material foundation for the long-term development of the sports industry (Li Jinghai, Chen Shaoyu, 2024).

As an important part of the modern service industry, the contribution of the sports industry to the regional economy has become increasingly prominent. The development of sports industry can expand domestic demand, increase employment, and is expected to become a new economic growth point, which in turn promotes the sustainable development of the region (Huang Zengsong, Wu Xiaomei, 2024). The sports industry, with its strong industrial correlation and economic permeability, plays a significant role in alleviating the downward pressure of economic transformation and appropriately adjusting the structure of economic development, and can drive the region to enhance the comprehensive benefits of sustainable development (Chunni Fang, Lei Pan, 2022).

Large-scale sports events have a significant impact on the regional sports industry and even the entire regional economy. These events can directly drive the investment in fixed assets, which has a significant impact on economic development and can bring more jobs (Zhu Jinyuan, Han Huijun, 2023). The tournaments have the most direct and significant impact on fixed asset investment, which has a very obvious impact on economic development (Zhou Liangjun, Deng Junyu, Xiao Jingying, Sun Ming, 2022).

3.2. Research Review

Although existing literature has extensively explored the relationship between the Guangdong-Hong Kong-Macao National Games and the development of the sports industry in Guangdong Province, there are still some research gaps and shortcomings. First, most of the existing studies focus on the direct economic effects of the Games, and there are insufficient in-depth analyses of how the Games can promote the growth and upgrading of the sports industry in Guangdong Province through the extension and expansion of the sports industry chain. Second, the question of how the Games can enhance the international influence of Guangdong's sports industry by promoting sports consumption and international exchanges also needs to be further explored. In addition, existing studies have not sufficiently explored the sustainable development path and policy adjustment of the sports industry in Guangdong Province after the Games, especially in the post-Olympic economy and sustainable development of the sports industry, which needs to be strengthened.

The sufficient necessity of the research in this thesis is that, through in-depth analysis of the impact mechanism of the Guangdong-Hong Kong-Macao National Games on the development of the sports industry in Guangdong Province, it can reveal how large-scale sports events can promote the development of the regional sports industry through both direct and indirect

effects, and provide a reference for other regions to organize similar events. Meanwhile, with the intensification of competition in the global sports industry, understanding the impact of large-scale events on the regional sports industry has important theoretical and practical value for formulating effective sports industry policies and enhancing regional competitiveness. Therefore, this study will fill the gaps in existing research and provide strategic suggestions and policy references for the development of the sports industry in Guangdong Province and even other regions.

4. The Current Situation of the Development of Sports Industry in Guangdong Province

4.1. Overview of Sports Industry in Guangdong Province

Sports industry in Guangdong Province has developed rapidly in recent years and has become an important part of the national economy. According to the Report on Sports Industry in Guangdong Province in 2020, the total scale of Guangdong's sports industry reached 540.3 billion yuan in 2019, with a year-on-year growth rate of 9.99%; the added value of the sports industry was 188.4 billion yuan, with a year-on-year growth rate of 13.84%, and accounted for 1.75% of GDP, and the main data of the sports industry, such as the total scale, added value, and GDP share, ranked the first in the country, with the total scale accounting for about 1/5. Although the total scale of the sports industry is 514.994 billion yuan and the added value is 174.32 billion yuan in 2020 due to the impact of the new Crown Pneumonia epidemic, with the total output and added value declining by 4.68% and 7.47% respectively compared with 2019, the sports industry gradually recovers as the domestic economic environment improves, and some enterprises have already recovered in the second half of 2020 to the level before the epidemic.

The development of the sports industry in Guangdong Province presents several characteristics: the industrial structure continues to be optimized, the share of manufacturing industry gradually decreases, the share of service industry increases, and the sports training industry develops rapidly. By the end of 2020, the per capita area of sports venues in the province will reach more than 2.55 square meters, which is in the forefront of the country. There are more than 44,208 sports industry subjects (including legal persons and industrial activity units) in Guangdong Province, of which Guangzhou and Shenzhen account for more than 60%. The industrial layout is becoming more and more reasonable, and has gradually constructed one hour sports circle in the Pearl River Delta, and cultivated and developed a number of sports industry clusters around the core cities of Guangzhou, Shenzhen, etc., and gradually developed from a single aggregation of sporting goods enterprises to various types of clusters such as competition performance, fitness and leisure, sports tourism, etc., which has become an important driving force for economic growth.

4.2. Policy Environment Analysis

The policy background and development environment of the sports industry in Guangdong Province have been improving continuously. In August 2020, the Guangdong Provincial Government issued the Implementation Outline for the Construction of a Strong Sports Province in Guangdong Province and formulated and issued a series of documents such as the Implementation Opinions on the Construction of Public Sports Facilities in Guangdong Province, which provide a good institutional guarantee for the promotion of the construction of a strong sports province and the construction of a healthy Guangdong. These policy documents have clearly defined the development direction of the sports industry in Guangdong Province, including the coordinated construction of national fitness infrastructure, scientific and extensive development of national fitness activities, improvement of the physical fitness and

health level of young people, improvement of the public service system for national fitness and stimulation of the vitality of sports social organizations, etc., which have provided policy support and directional guidance for the development of the sports industry.

Guangdong Province also actively promotes the integration and development of sports industry and related industries, gives full play to the comprehensive effect and driving role of sports industry, realizes the benign interaction between sports industry and related industries such as education, culture, tourism, electronic information, commerce and trade, and extends the development of various types of sports-related industries. In addition, Guangdong Province also increases financial support, actively explores the development of sports industry property rights trading, encourages sports enterprises to enter the national and regional property rights trading market, supports the independent innovation of sports enterprises, and guides the enterprises to increase the investment in technological innovation and R&D design.

To sum up, under the double promotion of policy support and market demand, the sports industry of Guangdong Province has shown a rapid development trend, with the industry scale continuously expanding, the industry structure continuously optimizing and the industry layout becoming more and more reasonable, which lays a solid foundation for the future development of the sports industry in Guangdong Province.

5. The Direct Impact of the Guangdong-Hong Kong-Macao National Games on the Sports Industry in Guangdong Province

5.1. Analysis of the Economic Effect of the Event

As the largest, highest level and most influential comprehensive games in China, the Guangdong, Hong Kong and Macao National Games will have a significant direct economic impact on the sports industry in Guangdong Province. First of all, the organization of the Games will drive the investment in fixed assets, especially the demand for maintenance and renovation of stadiums, event operation and event services, which will directly stimulate the development of related industries. According to Cui Jian, Secretary of the Party Group and Director of the Guangdong Provincial Sports Bureau, the total scale of Guangdong's sports industry is expected to be more than 730 billion yuan in 2023, and the sports industry will shift from full recovery to full-speed development. Guangdong, Hong Kong and Macao are jointly hosting the 15th National Games, which will generate a series of demands for stadium maintenance and renovation, event operation and event services, and so on, and we look forward to grabbing the opportunities to work together to accelerate the acceleration of Guangdong's sports industry! We are looking forward to seizing the opportunity together and working together to accelerate Guangdong's sports industry. In addition, the holding of the Games will also promote the continued prosperity of the sports consumer market and the rapid growth of the sports economy, which to a certain extent can alleviate the problem of sustainable economic development. The hosting of the Games is expected to have a far-reaching impact on the construction of sports facilities, sports tourism and sports consumption in Guangdong, Hong Kong and Macao, and promote the overall development of the regional sports industry.

5.2. Construction and Improvement of Sports Infrastructure

The promotion of the Guangdong, Hong Kong and Macao National Games on the construction of sports infrastructure in Guangdong Province should not be overlooked. It is reported that Guangdong has applied to host 30 major and 347 minor events, involving 110 venues across the province, when more than 30,000 athletes are expected to come to Guangdong to compete, which will generate a series of demands for venue maintenance and renovation, event operation and event services. This not only means the upgrading of existing sports facilities, but may also include new stadiums, these investments will bring growth opportunities for the

sports construction industry, sports equipment manufacturing and other related industries. In addition, the holding of the Games will also enhance the level of urban services, and attract more domestic and foreign tourists and investors by promoting special cultural and tourism resources through the event. The improvement and construction of these infrastructures will further promote the development of the sports industry in Guangdong Province and enhance its competitiveness.

5.3. Development of Sports Tourism and Related Industries

The organization of the Guangdong, Hong Kong and Macao National Games will greatly promote the development of sports tourism and related industries. The Games are not only an event for sports competition, but also a platform for cultural exchange, which can attract a large number of spectators and tourists and stimulate sports tourism and related consumption. The hosting of the Games will bring new opportunities for sports tourism in the Guangdong, Hong Kong and Macao Greater Bay Area. Through cooperation in organizing events, sharing market resources and developing tourism products, the advantages and resources of Guangdong, Hong Kong and Macao will be used as a medium to complement each other's strengths, which will be conducive to promoting the harmonious development of the tourism industry and cultural industry in the Guangdong, Hong Kong and Macao Greater Bay Area. Meanwhile, the organization of the Games will also drive the development of the sports equipment manufacturing and garment industries and promote the training of sports talents. The development of these industries will further expand the boundaries of the sports industry, form a diversified sports industry ecology, and provide support for the long-term development of the sports industry in Guangdong Province.

6. The Path of Integration and Development of Guangdong, Hong Kong and Macao National Games and Guangdong Sports Industry

6.1. Analysis of Sports Industry Policy and Regulatory Environment

The development of sports industry in Guangdong Province benefits from the active guidance and policy support of the government. According to the interpretation of the State General Administration of Sports, the overall requirements for the development of sports industry involve multiple dimensions such as industrial system, product supply, operation mechanism, consumer demand, etc., and the core objective is to realize the improvement of industrial system, optimization of industrial environment and solid industrial foundation. The Guangdong Provincial Government has clearly put forward measures such as building a scientific preparation and training system, constructing international first-class training bases, and actively creating and organizing high-level sports events in the Implementation Outline for the Construction of Guangdong Province as a Strong Sports Province, etc. These policies provide clear guidance and support for the development of the sports industry. In addition, Guangdong Province also focuses on promoting the high-quality development of the sports industry, coordinating the planning of the sports industry layout, optimizing the structure of the sports industry, and fostering the growth of market players. These policies and regulations provide good external conditions for the development of sports industry in Guangdong Province and promote the integration and development of sports industry and related industries.

6.2. Sports Industry Cluster Development Strategy

Guangdong Province has adopted a clear strategy in the development of sports industry clusters. According to the Implementation Outline for the Construction of Guangdong Province as a Strong Sports Province, Guangdong Province focuses on creating a "one circle, two cores, five belts and multiple points" sports industry layout, constructing a one-hour sports circle in the Pearl River Delta (PRD), forming the two core demonstration cities of Guangzhou and Shenzhen, and fostering the sports industry belts along the Green Road and Baidao Road, along

the NanYue Ancient Post Road, along the river, along the coast, and along the mountains, and constructing the point-like sports industry functional zones. sports industry functional zones. This cluster development strategy helps optimize resource allocation, enhance industrial synergy and strengthen the competitiveness of the sports industry. Through cluster development, it can promote technological innovation and knowledge sharing within the sports industry, improve the overall efficiency and value creation ability of the industrial chain, and thus enhance the overall competitiveness of the sports industry in Guangdong Province.

6.3. Sports Industry Innovation and Brand Building

Innovation and brand building of the sports industry are the key factors to promote the high-quality development of the sports industry. In terms of sports industry innovation, Guangdong Province encourages the integration and development of sports with science and technology, education, culture, tourism, medical care and other industries, which has given rise to many innovative product formats. For example, the integration of sports + science and technology has promoted the innovative development of the sports industry through the application of intelligent equipment, intelligent venues, somatosensory game equipment and other fields. In terms of brand building, Guangdong Province has been actively creating and organizing high-level sports events and building a relatively stable system of brand events with greater influence, such as supporting Guangzhou to host the Football Club World Cup. These initiatives have helped enhance the brand influence and market recognition of the sports industry in Guangdong Province and strengthen the core competitiveness of the sports industry. Through innovation and brand building, the sports industry in Guangdong Province can better meet the market demand and enhance the consumer experience, thus promoting the sustainable development of the sports industry.

7. Long-term Impact of the Guangdong-Hong Kong-Macao National Games on the Development of Sports Industry in Guangdong Province

7.1. Post-Olympic Economy and Sustainable Development of Sports Industry

The organization of Guangdong, Hong Kong and Macao National Games is not only a sports event, but also an important opportunity to promote the sustainable development of sports industry in Guangdong Province. After the Games, the sustainable development path of Guangdong Province's sports industry can be explored in the following aspects:

- 1) Post-Games utilization and transformation of stadiums: After the Games, how to effectively utilize and transform a large number of stadiums has become a key issue. According to Zhang Zhigang, diversified transformation of post-games venues should be explored to reserve space for utilization for sports, cultural, commercial and other activities. This can not only continue the vitality of the venues, but also promote the integration and development of sports and other industries, and provide a material basis for the sustainable development of the sports industry.
- 2) Creation and promotion of sports event IP: Zhang Zhigang also proposed that Guangdong, Hong Kong and Macao should create cultural and sports event IPs that have influence and are held at a fixed time. Through the creation of event IPs, the influence and brand value of the event can be expanded, bringing significant economic benefits. This will help form a stable sports event economy and energize the long-term development of the sports industry.
- 3) Integration and development of the sports industry and related industries: The holding of the National Games provides a platform for the integration of the sports industry and other industries. Prof. Wang Zhao pointed out that it is necessary to use the event to promote the integration of sports with related industries such as culture and tourism, science and technology, and health, so as to bring new business opportunities and development space for

the sports industry. This kind of cross-border integration can not only broaden the boundary of sports industry, but also enhance the competitiveness and influence of sports industry.

7.2. Adjustment and Optimization of Sports Industry Policies

The adjustment and optimization of policies have an important impact on the long-term development of sports industry. The Guangdong Provincial Government has put forward a series of policies and measures in the Implementation Outline for the Construction of a Strong Sports Province in Guangdong Province, aiming to promote the high-quality development of the sports industry. These policies include:

- 1) the creation of a scientific preparation and training system: the policy proposes to improve the scientific and systematic preparation and training system, and to strengthen the construction of high-level composite teams, which will help to improve the competitive level of Guangdong Province's sports and cultivate core competitiveness for the sports industry.
- 2) Construction of international first-class training bases: the policy supports the construction of international first-class training bases, which will enhance the modernization of Guangdong Province's sports training facilities, attract more domestic and foreign outstanding athletes and coaches, and lay the foundation for the international development of the sports industry.
- 3) Creation and organization of high-level sports events: the policy encourages bidding for international top-level sports events and exchange activities, and supports the creation of brand-name events and activities, which will enhance the international influence of Guangdong Province's sports events and inject new vitality into the development of the sports industry.
- 4) Improvement of the sports industry system: The policy proposes to enrich sports products and services so that the sports industry will become a pillar industry of the national economy. This will promote the diversified development of the sports industry and enhance the economic contribution of the sports industry.

To summarize, after the Guangdong-Hong Kong-Macao National Games, the sustainable development path of the sports industry in Guangdong Province and the policy adjustment will jointly promote the long-term healthy development of the sports industry and make positive contributions to the economic and social development of Guangdong Province and even the Guangdong-Hong Kong-Macao Greater Bay Area.

8. Conclusion and Recommendations

8.1. Research Summary

- 1) Significant economic effects of the Games: The holding of the Guangdong-Hong Kong-Macao National Games has produced significant direct economic effects on the sports industry in Guangdong Province, including the construction of stadiums, the operation of events and the expansion of the sports consumption market.
- 2) Infrastructure construction and improvement: the holding of the Games promoted the construction and improvement of sports infrastructure in Guangdong Province, providing a material foundation for the long-term development of the sports industry.
- 3) Development of sports tourism and related industries: The Games boosted the development of sports tourism and related industries, providing a new growth point for the diversified development of sports industry.
- 4) Optimization of policy and regulatory environment: The development of sports industry in Guangdong Province has benefited from the government's policy support and optimization of regulatory environment, which has provided policy guarantee for the high-quality development of sports industry.

5) Development of sports industry clusters: Guangdong Province has improved the competitiveness of the sports industry and promoted the integrated development of the industry by building sports industry clusters.

6) Innovation and branding: Innovation and branding in the sports industry have played a key role in promoting the development of the sports industry, which has helped to enhance the international competitiveness of the sports industry in Guangdong Province.

8.2. Policy Recommendations

1) Strengthening post-game venue utilization: The government should formulate relevant policies to guide and support the multi-functional utilization and transformation of post-game stadiums in order to maximize the use of resources.

2) Cultivate sports event IPs: Through policy support, cultivate sports event IPs with international influence to enhance the brand value and international competitiveness of Guangdong's sports industry.

3) Promote industrial integration: Encourage cross-border cooperation between the sports industry and other industries, expand the sports industry chain, and promote diversified development of the industry.

4) Optimize the policy environment: Continuously optimize the policy environment of the sports industry and provide more policy support and incentives to attract more social capital into the sports industry.

5) Strengthening the cultivation and introduction of talents: establish and improve the cultivation system of talents in the sports industry, strengthen the cooperation with universities and research institutes, and introduce and cultivate high-quality talents in the sports industry.

6) Promote industrial innovation: encourage sports enterprises to carry out technological innovation and management innovation, enhance the added value of products and services, and strengthen the core competitiveness of the sports industry.

7) Strengthening supervision and service: establish a sound supervisory system for the sports industry to regulate the market order, and at the same time, provide policy consultation and information service, etc., so as to provide all-round service for the development of the sports industry.

By implementing the above policy recommendations, Guangdong Province can make full use of the opportunities brought by the Guangdong-Hong Kong-Macao National Games to promote the sustainable development of the sports industry and make greater contributions to regional economic growth and social progress.

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