

The current situation and future development of leisure sports in Guangzhou

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<p>Abstract</p> <p>With the growth of material wealth and spiritual pursuit, more and more people participate in leisure sports, which is an inevitable trend of social development. As a civilized, healthy and scientific leisure life style, leisure sports can liberate people from the busy life and work pressure, and also promote the physical and mental health of people. Therefore, the analysis of the current situation of leisure sports in Guangzhou provides guidance for the future development of leisure sports market in Guangzhou.</p> <p>The purpose of this study is to deduce the present situation and the future development trend of leisure sports in Guangzhou by analyzing the data of Guangzhou residents participating in leisure sports. The data were collected by He (2014), taking the situation of Guangzhou residents' participation in leisure sports activities as the object of study, using questionnaires and other research methods. This study makes a specific analysis on the use of leisure time, the content activities of leisure sports, the sports venues chosen by residents, the value awareness, and the characteristics of consuming behavior. According to the conclusion of the data analysis, the leisure time of the residents in Guangzhou is obviously increased, but the distribution structure is not reasonable. The types and venues of leisure sports chosen by residents are more diverse, but sports facilities cannot meet the needs of residents. Residents are highly aware of the value of participating in leisure sports. The general level of residents' leisure sports consumption is high, but the consumption structure is not very reasonable.</p> <p>The final suggestion is to strengthen the promotion of leisure sports, encourage people to participate in leisure sports, actively develop the leisure sports market in Guangzhou, speed up the development of leisure sports education, and cultivate a group of professionals in leisure sports management talents. Improving the quality and conditions of sports facilities is needed.</p>	
Keywords Leisure sport, leisure time, development, current situation	

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1. Introduction

Not a long ago, leisure related sport activities were not very popular among the Chinese people, especially among the youth. Due to the fact that financially not everyone could afford to participate in whatever they like, but also there were not many facilities, that could provide the programs which are available for ordinary people. However, leisure and related sports have spread nationwide in China including the rural and remote areas.

Apparently, the great social and economic development helps people to freely access the facilities which are provided by the local communities. Moreover, quite a few leisure related sports clubs offer a wide range of programs which could be available for the participants.

As a result of such big social phenomenon, some have interested in the investigation of the reasons why the leisure related sports quickly become so popular in China, while others have drawn more attention on the current states and future development of leisure related sports in China's developed cities, such as Guangzhou.

We will explore the development of leisure sports in Guangzhou mainly through the analysis of the data, and finally deduce the current situation and future development trend of leisure sports in Guangzhou. In order to understand the development of leisure sports in Guangzhou more clearly and concretely, we should understand and explore some basic concepts. First of all, we need to know what leisure is, to understand what leisure sports is. When we understand the related concepts of leisure sports, we can be clearer about our research direction. Secondly, we must comprehend the factors that affect the development of leisure sports, the background of China's leisure sports development, and deduce the development situation from the past situation. We also need to get acquainted with the development of leisure sports in other developed countries. Through the development of leisure sports in other countries, we can get some enlightenment on the development of leisure sports, to help think and solve some difficulties and challenges in the development of China's leisure sports, and to reduce the resistance of China's leisure sports development. After a clear understanding of the situation of Chinese leisure sports through the previous steps, we can analyze the current situation and future development trends of leisure sports in Guangzhou through the data on Guangzhou residents' participation in leisure sports.

2. Theoretical Foundation

2.1 The terminology on leisure and leisure sports

Leisure refers to a kind of amateur life that is achieved by adjusting, relaxing physical and mental adjustment in various kinds of playing hours without labor or working hours, so as to achieve the purpose of life health care, and physical and mental pleasure. The way of leisure can effectively promote the saving and release of energy, which includes the adjustment of intelligence and physical energy and psychological exercise. (Liu & Li, 2015, p.3.)

Leisure sports means that people voluntarily participate in various sports activities and recreational activities with a relaxed and pleasant mood. They are not confined to the strict regulations of physical education, and do not pursue high-level sports achievements. Instead, they use sports as a meaningful form of activity to kill their leisure time. (Liu & Li, 2015, p.4.)

2.2 The background of the development of leisure sports in China

China's economy is developing rapidly. According to Liu and Li (2015, p.4.), with the rapid development of China's economy, the progress of science and technology and the continuous shortening of working hours, people have more leisure time. China has already possessed the basic conditions for developing leisure sports. Since 1995, the 5 days' work system has been implemented and 3 long holidays have been carried out in 1999. The annual statutory holidays have reached 115 days. The average daily leisure time of urban residents is up to 6 hours, accounting for 25% of the total time. From here we can see that when people have more leisure time, they will have more energy to do leisure activities. The improvement of economic strength will lead to the consumption of people's entertainment and leisure activities. The most important thing is that scientific and technological progress and economic development will also make people's leisure time greatly improved.

Under the influence of foreign sports culture, people pay more and more attention to leisure sports and entertainment, gradually combine work and leisure to make themselves relax in spare time. Leisure sports activities become part of the daily life of urban residents. In 2009, the promulgation of the 'National Fitness Day' and the promulgation of the 'national fitness regulations' endowed an unprecedented opportunity for the development of leisure sports culture. (Liu & Li, 2015, p.4.) Nowadays, more and more people participate in leisure sports. People begin to realize the importance and interest of leisure sports.

Social development also has a certain impact on China's leisure sports. Since 1970s, all countries in the world have entered the stable period of development in various aspects, the society began to transform from manual labour to intelligent labour. The burden of people's work is decreasing. Labour time has been reduced, and the living standard has been improved. But the incidence of various "civilized diseases", such as excess nutrition, lack of exercise and mental emptiness, has also increased. (Liu & Li, 2015, p.4.) Therefore, how to improve people's physical and mental health has become a more and more important topic. In order to improve the trend of continuous decline in physical fitness, people began to choose an active and healthy lifestyle. Leisure sports is a positive and interesting way of physical exercise, so it attracts more and more people who have deep love for sports and life.

2.3 Factors which affect leisure sports progress

From the beginning of twenty-first Century, the population, quality and structure of China are constantly changing. These changes will affect the development of leisure sports in China in different degrees. People are the main body of social development, and the development of population will restrict the development of things. The object of leisure sports is people, so the development of leisure sports is closely related to people. (Liu & Li, 2015, p.4.) The improvement of population quality has played a positive role in the development of leisure sports. The quality of life has improved and the people's needs have changed. The demand is no longer about food and clothing as they used to be. They pay more attention to physical and mental health. In addition, faced with population ageing in China, the development of leisure sports will also have a certain impact on the social economic burden and consumption level.

The key factor affecting leisure sports is time. If people do not have free time, they cannot freely carry out their leisure activities. When people have the time to master, they can develop their interests, hobbies and expertise. Leisure time can be used for interpersonal communication, physical exercise, contact with society, and so on. It brings more opportunities for the development of leisure sports.

In recent years, with the change of life style, people's consciousness of life has also changed greatly. Together with the continuous progress of the era and the wide spread of the news media, people's understanding of leisure sports has also been slowly changing. People began to pursue the quality of life. "Spending money on health" has become an important feature of Chinese modern life consciousness. (Liu & Li, 2015, p.4.) Consciousness plays a decisive role in the choice of people, even if all the conditions, such as time, money, space and partners are

all available, but if people are not involved in the idea of leisure sports, it cannot be realized. Therefore, the consciousness of participating in leisure sports is the key factor.

The development of national policy has always been a leading factor or function that can promote wellbeing physical activity. A series of policies issued by the state will affect the development of leisure sports. (Liu & Li, 2015, p.4.) People's working hours are reduced, so that more leisure time can be freely. The reduction of working hours provides the development conditions for leisure sports. In addition, our country is changing from the major sports country to the world sports super power. It is especially important to advocate the national fitness, and the leisure sports is the favorable way to promote the development of the people's fitness.

The development of the economy has provided a strong impetus for the development of leisure sports. Leisure sports is a product of the development of human civilization. Without the development of science and technology, the advancement of the economy and the progress of the society, it is difficult to carry out leisure sports smoothly. "According to international economic standards, when per capita income reaches 500 to 800 dollars, leisure consumption will enter a period of rapid expansion." (Liu & Li, 2015, p.4.) At present, the per capita income of China's cities has exceeded 500 dollars, reaching 800 dollars. And the per capita income of the economically developed southeast coastal areas has reached 1000 dollars. Leisure consumption has become a new fashion for urban residents in China. At the same time, the income of urban residents is growing faster than the rise in prices, the level of actual income is increasing, and the savings of living are increasing year by year, people are more and more rich. This provides material guarantee for people to participate in leisure sports activities.

2.4 The development of leisure sports in foreign countries

The rise of foreign leisure sports was in the 1960s and 70s. Up till now, leisure sports have developed a considerable degree in the United States and other developed countries. The vast majority of sports population in western countries are organized. The main developed countries in the West practice a club system as the operation mechanism of mass sports. Clubs are the most basic carriers of mass sports activities in these countries. In the United States, where leisure sports are developed, these leisure service agencies are implemented by the government, for-profit service providers and non-profit service organizations. 95% of the leisure services are provided by profit making service providers. (Shen, 2017, p.73.)

About the situation of sports population in foreign countries, according to relevant information, people who regularly take part in physical training account for 59% of the total population in Canada, and the average expenditure on Sports in 2012 is 560 dollars. 13% of the people aged 20 to 42 in Switzerland regard sports as the most important activity. There are 3.3 million members in 73 associations of the Swiss Sports Federation, accounting for 52% of the country's population, of which 1.6 million are actively engaged in sports, and the average consumption per month for sports is 40 Swiss francs. Americans enjoy a lot of sports. The most common sports are hiking, swimming, cycling, basketball, aerobics and golf. The cost of buying leisure products and equipment when they participate in leisure sports is up to 450 billion dollars in 2015, and its sports population accounts for 81%. Finland is a country with a long tradition of sports, with a sports population of over 70%. Finnish people spend 100 euros per year on sports consumption. (Shen, 2017, p.73.)

In order to satisfy the demand of national fitness industry and stimulate the economy, the government of the western major developed countries paid great attention to the construction of site facilities in the different periods of twentieth Century. In western developed countries, sports venues mainly include public, school and private venues. Public sports venues and schools' sports ground are generally managed by local government departments, most of which are free or charge a small fee from their residents. Most clubs use public and school sports venues to carry out sports activities. In addition to emphasizing the construction of regular sports venues, western countries also attach great importance to the development of outdoor sports venues' resources. The United States is the most representative in this respect. In the United States, mass sports have distinctive outdoor sports characteristics, which have been gradually formed the industrialization and urbanization of the United States. In the federal government of the United States, outdoor resources are provided by more than 70 agencies, the most important of which are the government of forest service and the National Park Service. (Shen, 2017, p.74.)

Leisure sports industry refers to the industrial field closely related to people's daily life, free time activities and personal's needs. The development of sports industry in modern society is closely related to the development of leisure. The United States is the largest sports industry in the world. Before 1960s, the development of the United States was not fast due to two world wars and economic depression. Since 1960s, more Americans have become wealthy middle class because of technological progress and economic development. In order to improve the quality of life, people have made the development of the sports industry in the United States possible,

and the sports industry in the United States has embarked on the track of rapid development. (Shen, 2017, p.75.)

Because of the huge leisure sports market, the leisure sports industry has developed into an independent sector in western developed countries. According to Shen, (2017, p.75.) In 2013, the United States ranked first in the tourism industry with 675 billion US dollars. The leisure sports industry ranked second before the cultural industry, and the daily turnover of the fitness club was 18 billion dollars. In terms of consumption structure, leisure sport is the largest expenditure item of national sports consumption in the United States. It is also the fastest growing item, reaching 2903.6 billion dollars in 2000. The expenditure on sports equipment was 2137.3 billion dollars in 2000.

From other developed countries, Australia's sports industry accounted for 3.5% of GDP in 2010, and the sports industry provided 115 thousand jobs every year. Consumer spending on sportswear and sports shoes also exceeded 10 billion dollars. The total amount of Japanese sports consumption was more than five thousand billion yen in 2011, and sports consumption accounted for 2% of Japan's GDP in recent years. At present, the value-added of sports industry in the UK accounts for 1.2% of GDP, while the value-added of sports industry in Germany accounts for 0.9% of GDP.

Because of its wide coverage, high degree of relevance and great influence, leisure sports can drive the media industry, advertising, tourism, sports supplies, construction, transportation and other related industries, and even promote the development of a national economy. It can be seen that the development of leisure sports has given birth to such a large-scale sports industry that occupies a pivotal position in the national economy, and has established solid foundation for the further development of leisure sports. (Shen, 2017, p.76.)

3. The literary research method and data analysis method

The purpose of this part is to analyse and discuss the current situation and future development trends of leisure sports in Guangzhou. This chapter contains information about the following common research methods: literature research method, data analysis method, and representation results.

The literature research method is based on a certain research purpose or subject, through the investigation of literature to obtain information, so as to fully and correctly understand two ways to study the problems. Literature research method is widely used in various disciplines. Its functions include understanding the history and status of the problems, helping to determine the research topics, and forming general impressions of the research objects, and helping to observe and visit them. It can get comparative information of real data and help to understand the whole picture of things. (He, 2014, p.9.)

According to the purpose of the research and the needs of the research contents, this thesis retrieves relevant information through academic websites such as China National Knowledge Infrastructure and China Scientific Journal Database. "Exploring the theory of leisure sports in China", "Research on leisure sports and national fitness", "Research on leisure sports in Chinese style", "The theory and practice of leisure sports and its industrialization", "Leisure sports marketing" and other monographs have been read. These books are all about the development history and development factors of China's leisure sports, that help to understand the latest news about leisure sports, and collate and analysis them, thus providing a wealth of theoretical knowledge for this thesis.

Data analysis method is the process of analysing the collected data with appropriate statistical analysis methods, extracting useful information and forming conclusions to study and summarize the data in detail. This process is also a support process for the quality management system. In practice, data analysis method helps people to make judgments in order to take appropriate actions. (He, 2014, p.10.)

This study summarizes the current situation and future trend of leisure sports in Guangzhou by analysing her data, and finally makes recommendations based on conclusions.

4. Research Results

4.1 The basic situation of the object of investigation

According to the survey data of He, (2014, p.10-11.) she adopted the method of random distribution, distributed the questionnaire in Yuexiu District, Liwan District, Haizhu District and Tianhe District in Guangzhou, and issued 175 copies in each area. A total of 700 questionnaires were issued, and 620 were recovered. The recovery rate was 86%, of which 594 were valid and 85% were effective. Through the identification of 15 professors, all professors believed that her questionnaire was basically perfect, and 73% of the experts thought her questionnaire was perfect. In order to ensure the validity of the questionnaire, she conducted second tests on the subjects (50 questionnaires) extracted from Tianhe District after 30 days. The results of the reliability test were $R=0.80$. So, her survey data are representative.

The gender structure of the total population is a reflection of the ratio of men to women in the whole population of a country or a region. From this data, we can see that 276 were men, accounting for 46% of the total sample, and 318 were women, accounting for 54% of the total sample. The gender ratio of men and women is 1:1.15. (See figure 1)

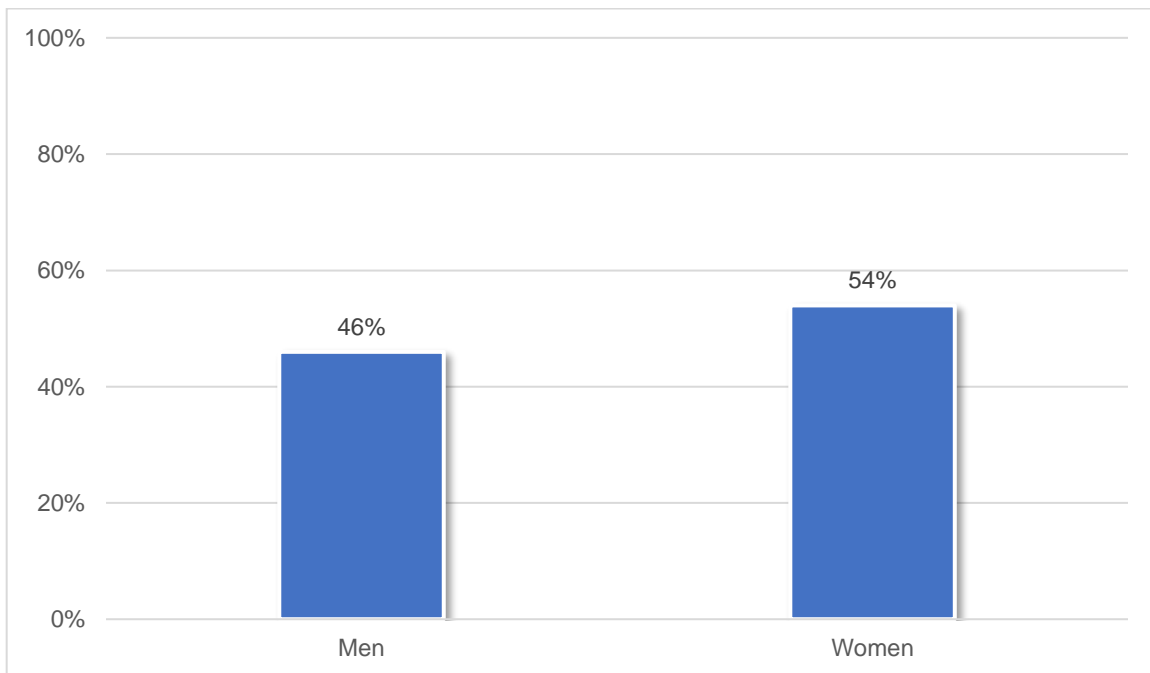


Figure 1. The gender (n=594) (He, 2014, p.12)

The age of the respondents was mainly in the age of 18 to 40. According to the United Nations, the age structure of population is divided into youth, middle-aged and elderly. The age structure of the survey was biased towards the youth can be left out, which had a high representation of the sample distribution. (See figure 2) Nowadays, young people will pay more attention to their health. Even if their work is busy, they will take time to exercise.

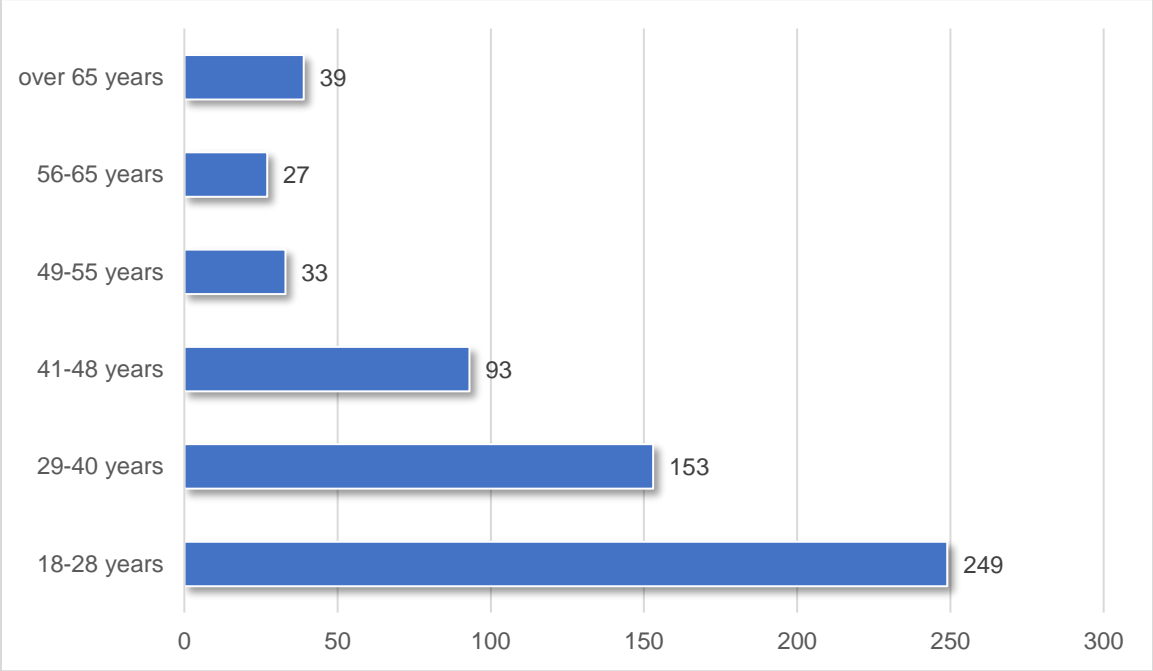


Figure 2. The age distribution of respondents (n=594) (He, 2014, p.12)

From the point of view of the professional status, the occupational distribution of the respondents of this survey is intellectual, physical and non-occupational personnel. Among them, the proportion of employee is the highest, accounting for 26% of the total proportion. (See figure 3)

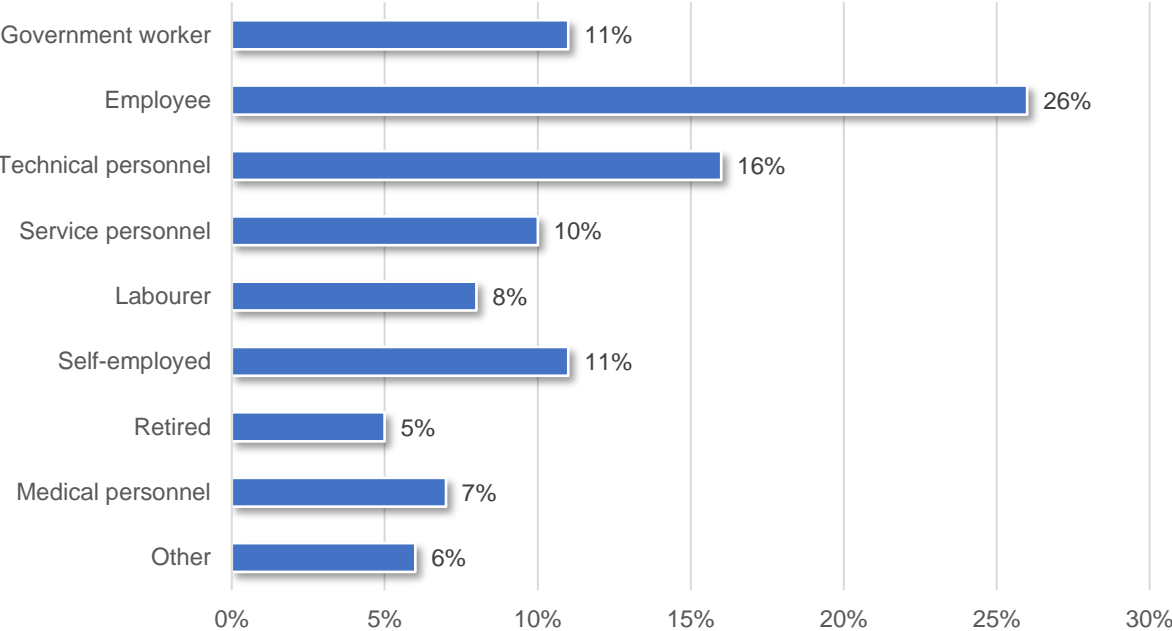


Figure 3. The professional status (n=594) (He, 2014, p.13)

From the educational background of the respondents, undergraduate education accounted for 43% of the total, and master's degree accounted for 17%. (See figure 4)

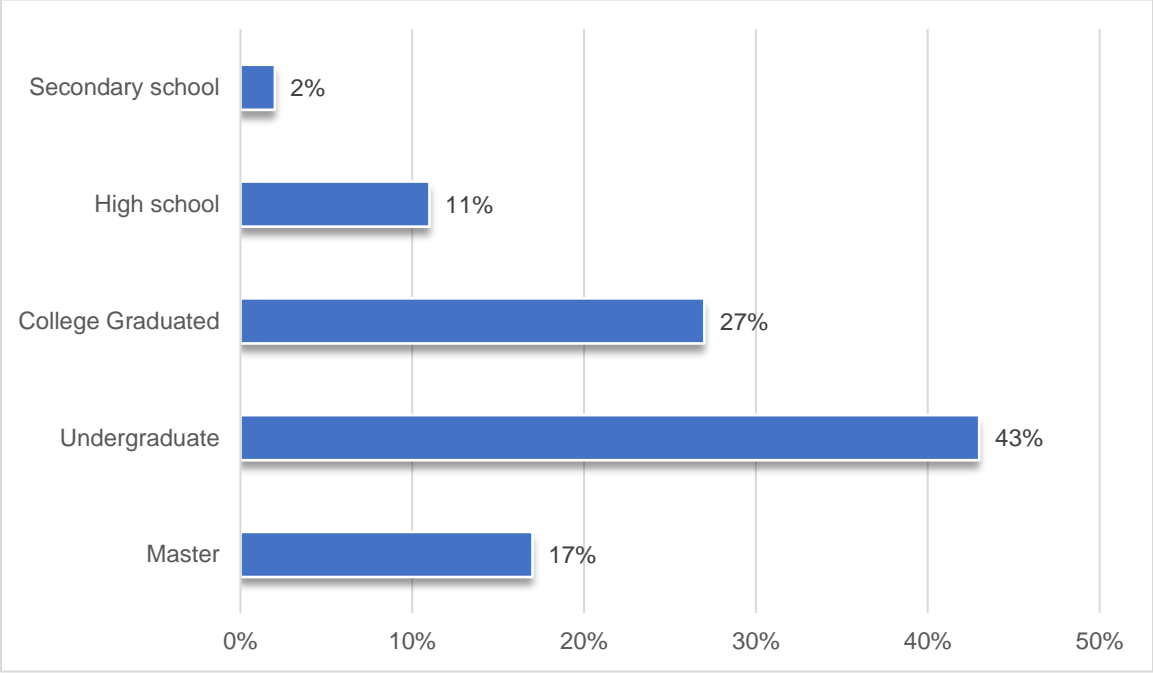


Figure 4. The education background (n=594) (He, 2014, p.13)

From personal income of respondents, 19% of the respondents earned 6001-8000 yuan, and 11% of the respondents earned more than 10000 yuan. (See figure 5)

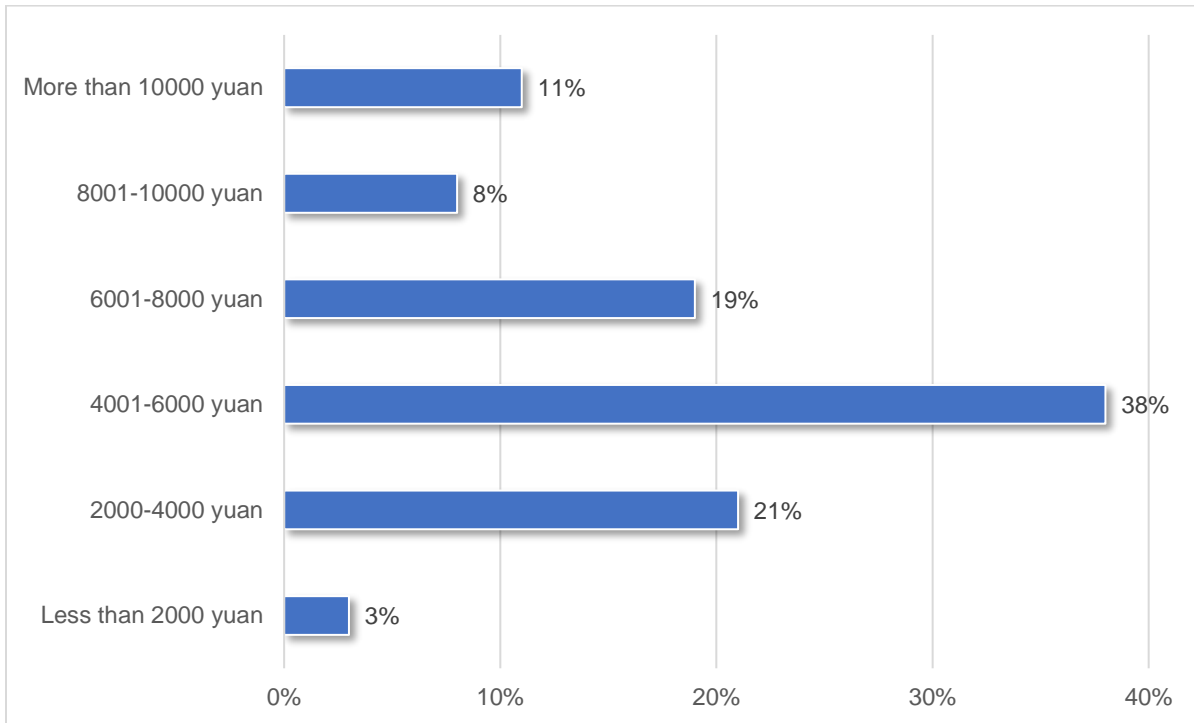


Figure 5. Personal income (n=594) (He, 2014, p.14)

On the whole, the subjects involved in this survey are more representative, which basically reflects the overall situation of Guangzhou residents' participation in leisure sports. Among the respondents, women were slightly more represented than men. In the age, the research is biased towards the young structure (18-40 years old). Respondents were basically involved in various fields of occupation. These respondents have high level of Education background. From the perspective of income, the general income level of Guangzhou residents is generally high, which provides a good economic foundation for residents to participate in leisure sports.

4.2 Analysis on leisure time activities of Guangzhou residents

The Figure 6 shows that 41% of the respondents have an average of more than 3 hours of leisure time per day, and 18% of the respondents have 2.1 to 3 hours of leisure time a day, which indicates that the leisure time of Guangzhou residents is increasing. Since the implementation of the five-day working system in 1995, and the policy of small vacation and paid vacation in 1999, people are gradually freed from the busy work and have more leisure time than in the past.

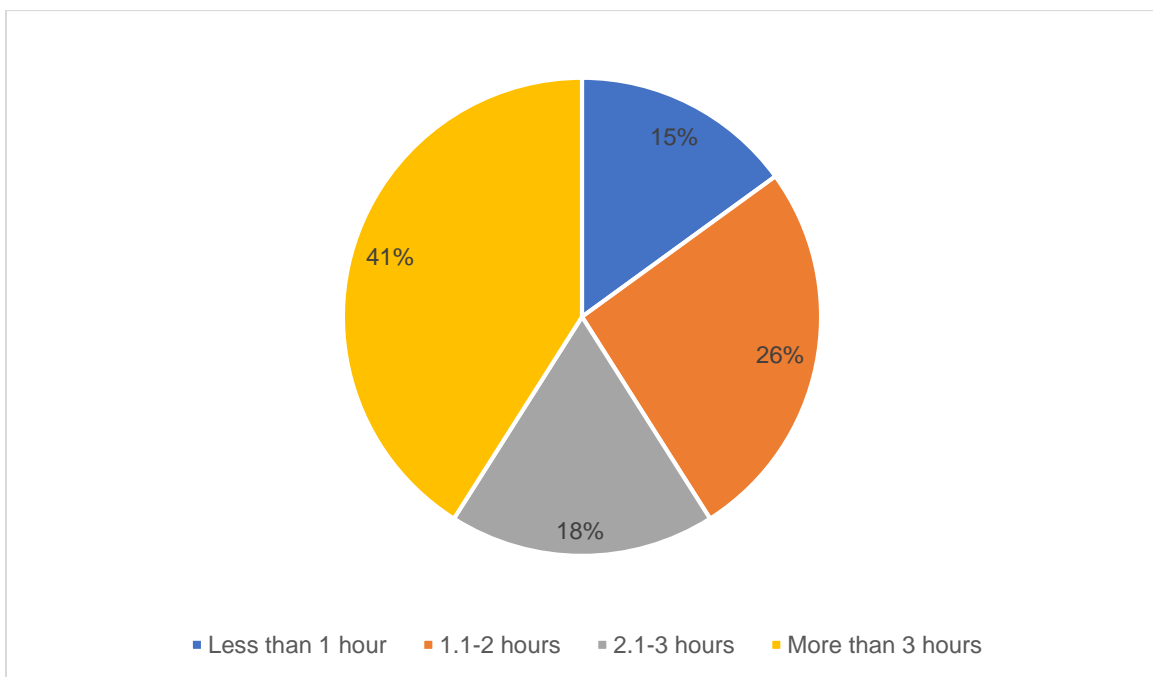


Figure 6. The leisure times of the respondents (every day) (n=594) (He, 2014, p.15)

As can be seen from the Figure 7, the leisure time of Guangzhou residents is mainly used for internet activities, physical exercise, sleeping and other activities. Among them, the residents who chose physical exercise accounted for 39.90% and ranked second, indicating that the residents of Guangzhou had a higher awareness of physical exercise and had a higher enthusiasm for participating in leisure sports. But at the same time, we also found that 64.14% of the residents chose to go online. With the continuous development of science and technology, the popularization of smart phones and computers intelligence provides great convenience for people, but it also makes many people addicted to smart phones and computers more serious.

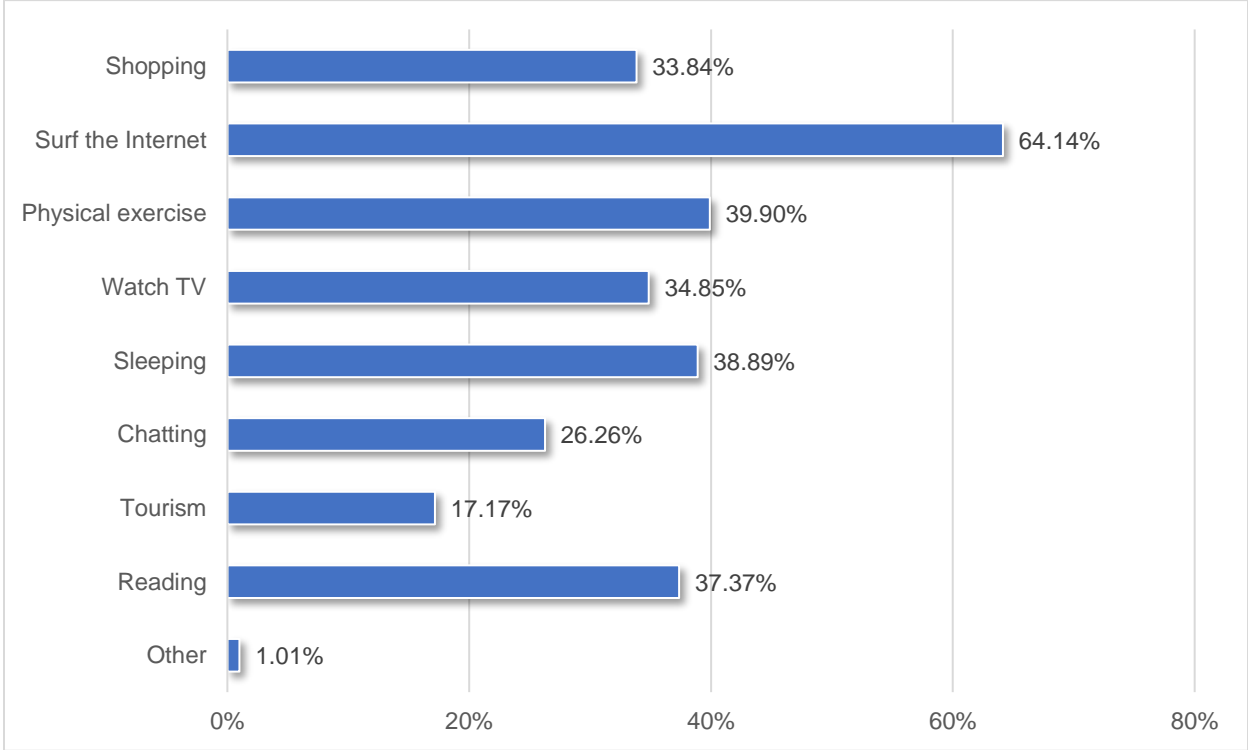


Figure 7. The leisure time distribution of the respondents (n=594) (He, 2014, p.16)

4.3 Analysis on the behaviour characteristics of Guangzhou residents' leisure sports participation

4.3.1 The content of leisure sports activities

The Table 1 shows that the top five ranked leisure sports of Guangzhou residents are badminton, jogging, mountain climbing, dancing and swimming. Among them, the choice of badminton accounted for 64% of the total, ranking first. Badminton is loved by people of all ages because of less restricted by venue and moderate exercise intensity. Secondly, Guangzhou has a better badminton atmosphere. The China Badminton Club Super League has greatly stimulated the participation of Guangzhou residents in badminton training. And Guangzhou itself has the advantage of developing badminton sports, mainly in the abundant resources with badminton venues, the government's strong support and the establishment of Guangzhou Yueyu badminton club.

The second most popular activity is jogging. Jogging is becoming more and more popular among people. It is not restricted by the venue, nor does it need sports equipment, so it can easily play the role of physical exercise. It is a good choice for the busy employees.

Nowadays mountain climbing, as an outdoor sport, is also becoming more and more popular. In addition to exercising the whole body, it can also let people have a feeling of return to nature, transfer the pressure from work and stay away from the noise of the City temporarily. It's value in receiving stress is high.

In the category of "other", respondents filled out the following contents: shooting, bicycling, dragon boat racing, dragon-lion dancing, kite flying, swinging, skateboarding, taekwondo and so on. From this, we can see several characteristics, the first is that the form of leisure sports activities is diverse, and the second point is sports that are simple, convenient, affordable and exercise well are more popular.

Table 1. The content of leisure sports activities of the respondents (n=594) (He, 2014, p.17-18)

Item	Number of people	Proportion	Order
Badminton	381	64%	1
Table Tennis	161	27%	9
Tennis	150	25%	11
Basketball	209	35%	6
Volleyball	101	17%	15
Football	195	33%	7
Billiards	153	26%	9
Bowling	107	18%	14
Golf	68	11%	21
Aerobics	144	24%	12
Dance	232	39%	4
Yoga	145	24%	11
Shuttlecock	150	25%	10
Swim	224	38%	5
Mountain Climbing	294	49%	3
Chess	165	28%	8
Fishing	94	16%	16
Rock Climbing	88	15%	17
Rafting	117	20%	13
Jogging	341	57%	2
Kungfu	84	14%	18
Outward Bound	79	13%	19
Roller Skating	73	12%	20
Other	58	10%	22

4.3.2 The time of Guangzhou residents' leisure sports activities

In the comprehensive analysis shown in figures 8, 9 and 10 is not difficult to see that the number of residents participating in leisure sports activities per week is 3 times and above, for 36% of the study subjects. More than half of the residents were involved in two times sports activity or more. This indicates that more than half of Guangzhou residents have a sense of physical exercise. The residents who participated in leisure sports activities for 30 to 60 minutes each time accounted for 44% of the total, followed by 61 to 90 minutes, accounting for 24% of the total. It shows that most residents have sufficient time to participate in leisure sports activities. There are 244 people who chose leisure sports activities in the evening time, accounting for 41.08% of the total. This is in accord with the age stratum and occupational status of this survey.

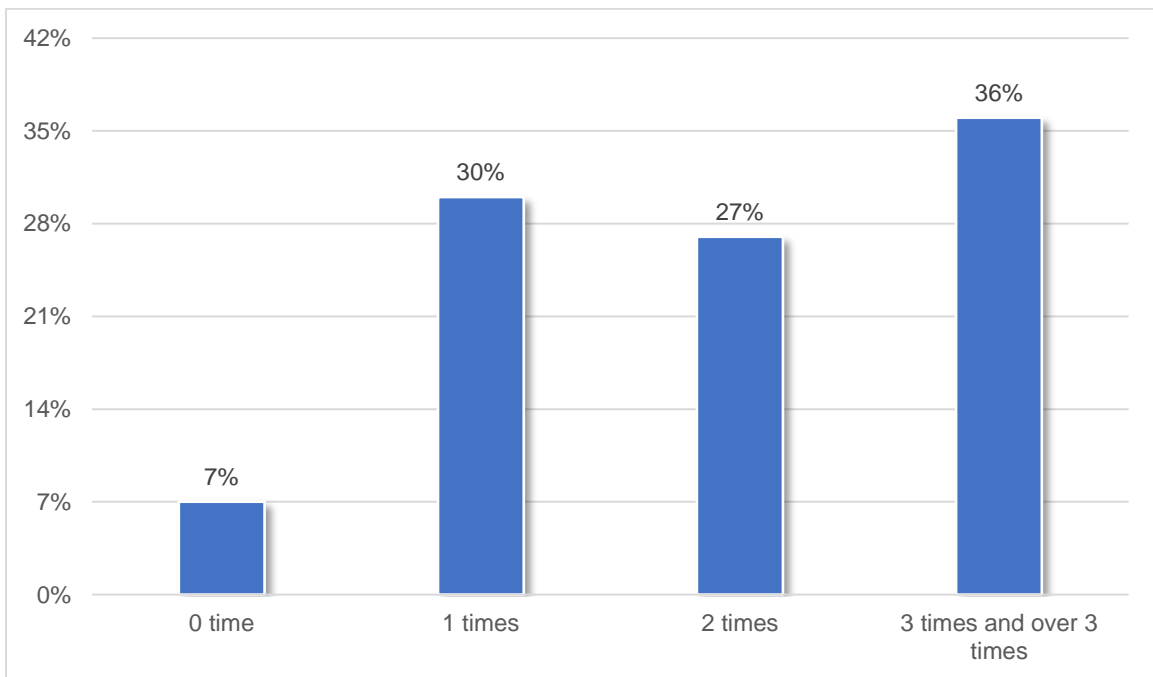


Figure 8. Frequency of leisure sports activity (n=594) (He, 2014, p.19)

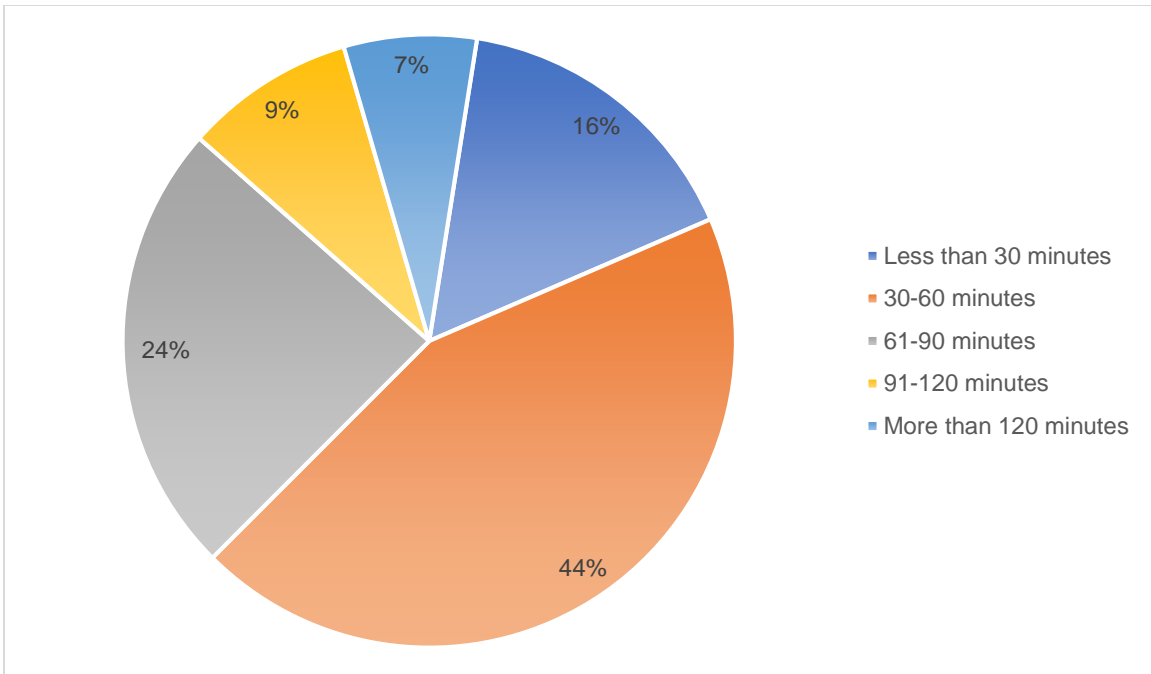


Figure 9. Time of leisure sports activity (n=594) (He, 2014, p.19)

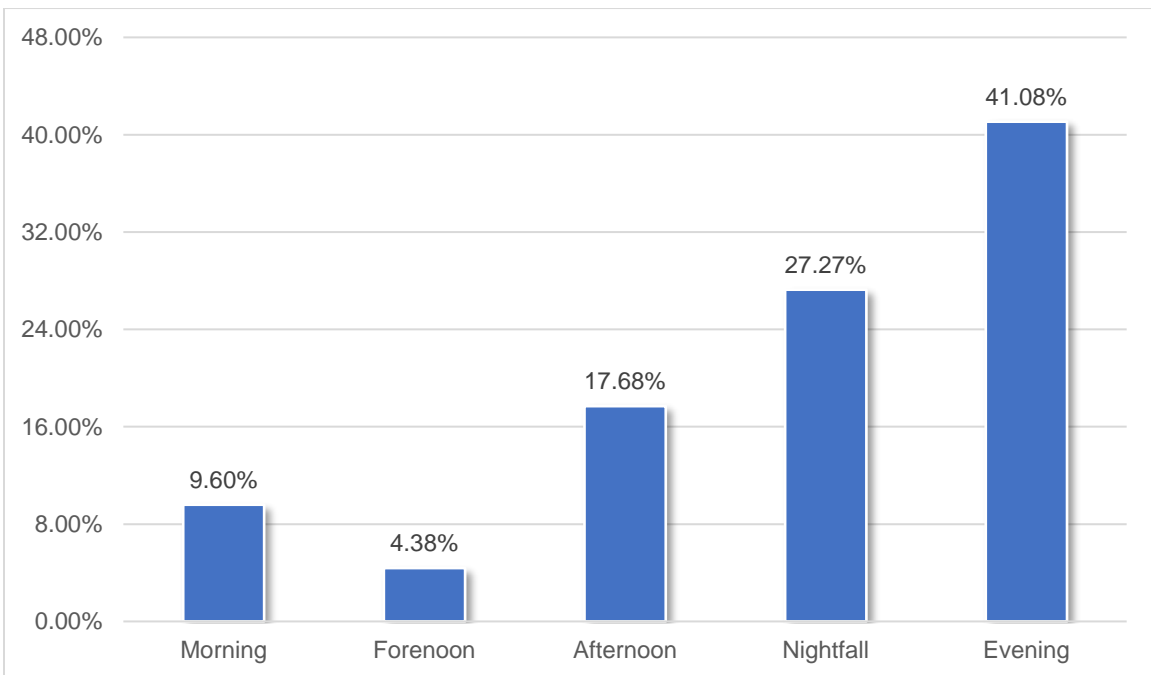


Figure 10. Period of leisure sports activity (n=594) (He, 2014, p.20)

4.3.3 The channels for Guangzhou residents to acquire leisure sports knowledge and information

With the development of economy and the progress of society, modern information technology has also been developed rapidly. Television, newspapers, magazines, broadcasting and the Internet have become more and more developed. Mass media has become one of the means for people to obtain information in modern society. It provides accurate, abundant and important information for people's life.

Figure 11 shows that 58.08% of the residents get sports information through the news media, ranking first. News media is becoming the main form of communication because of its vividness and intuition. 43.43% of residents know sports information through sports events, ranking second. 35.35% of the residents received the sports information through their friends, indicating that the friends around them had a certain influence on themselves.

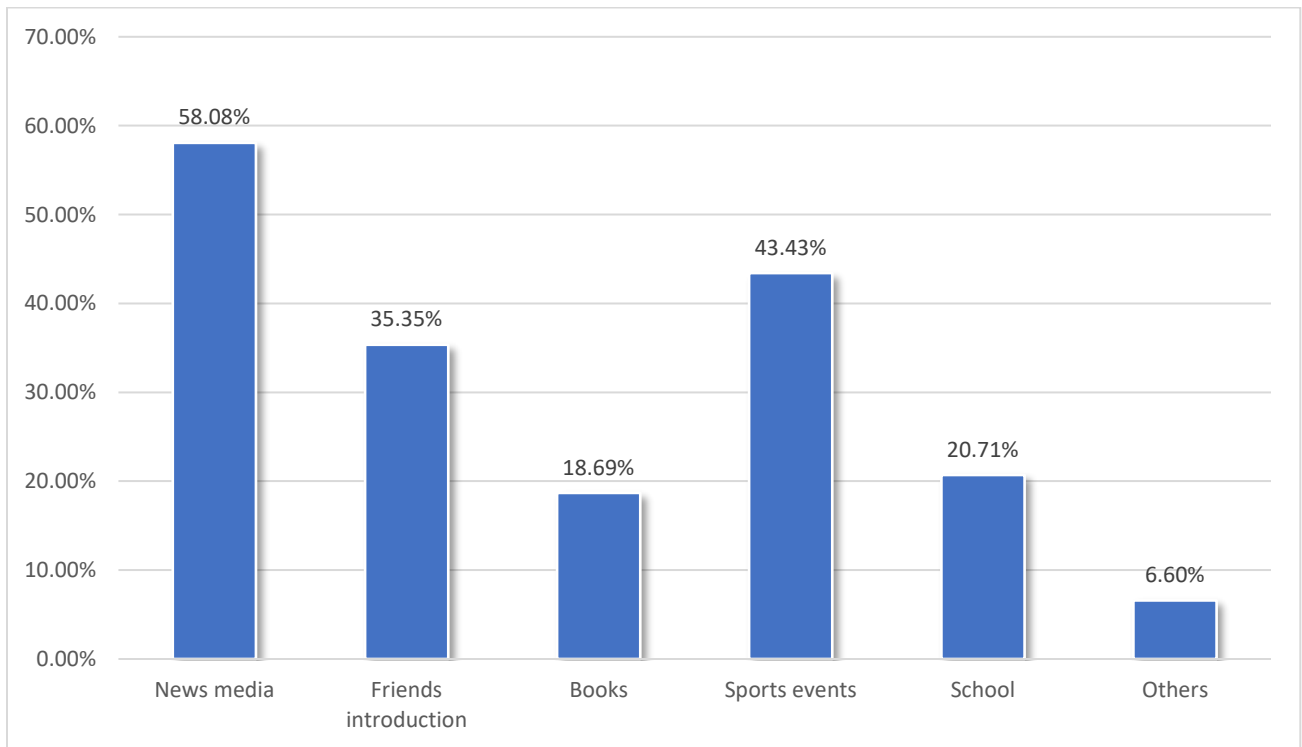


Figure 11. The proportion of Guangzhou residents acquiring leisure sports knowledge and information (n=594) (He, 2014, p.21)

4.3.4 The purpose of Guangzhou people's participation in leisure sports activities

According to the survey of Guangzhou residents' motivation to participate in leisure sports (Figure 12), 408 people are trying to keep fit, reaching 69% of the total. The figure shows that the main purpose of Guangzhou residents to participate in leisure sports is to enhance their physique and promote their health. It also shows that the importance of leisure sports in strengthening the body has been recognized by the residents, which is in line with the national fitness campaign government strongly advocate at this stage. Secondly, the number of people who chose to relieve stress was 285, reaching 48% of the total number.

With the development of social economy, the fast-paced life brings pressure to the public. Besides playing the role of fitness, participating in leisure sports can also relax and relieve the tension caused by the pressure of work and life. At the same time, people have fun and make life interesting. Thirdly, people who participate in leisure sports for entertainment and recreation reach 40% of the total. This indicates that the residents voluntarily participate in various sports and recreational activities with a relaxed and pleasant mood after work and study, and achieve the purpose of strengthening their physique, improving their health, cultivating their sentiments and enjoying life in a joyful atmosphere. In addition, a considerable number of people take part in leisure sports to adjust their mood and return to nature.

From the characteristics of Guangzhou residents' motivation to participate in leisure sports, we can see that Guangzhou residents not only have a greater recognition of the fitness function of sports, but also have a new understanding of the effect of adjusting mood and relieving pressure with sports activities. More and more residents realize the role of sports in people's lives, and recognize the value of sports in fitness and so on. More importantly, the results of the survey show that the main purpose of the residents participating in sports activities in the downtown area of Guangzhou is mainly to strengthen their physique, while the main purpose of the mass (mainly middle-aged and young people) in developed countries is to take sports as a hobby and an entertainment enjoyment. Spending money on health is growing, but health should be achieved in the process of entertainment and enjoyment, which is the true meaning of sports.

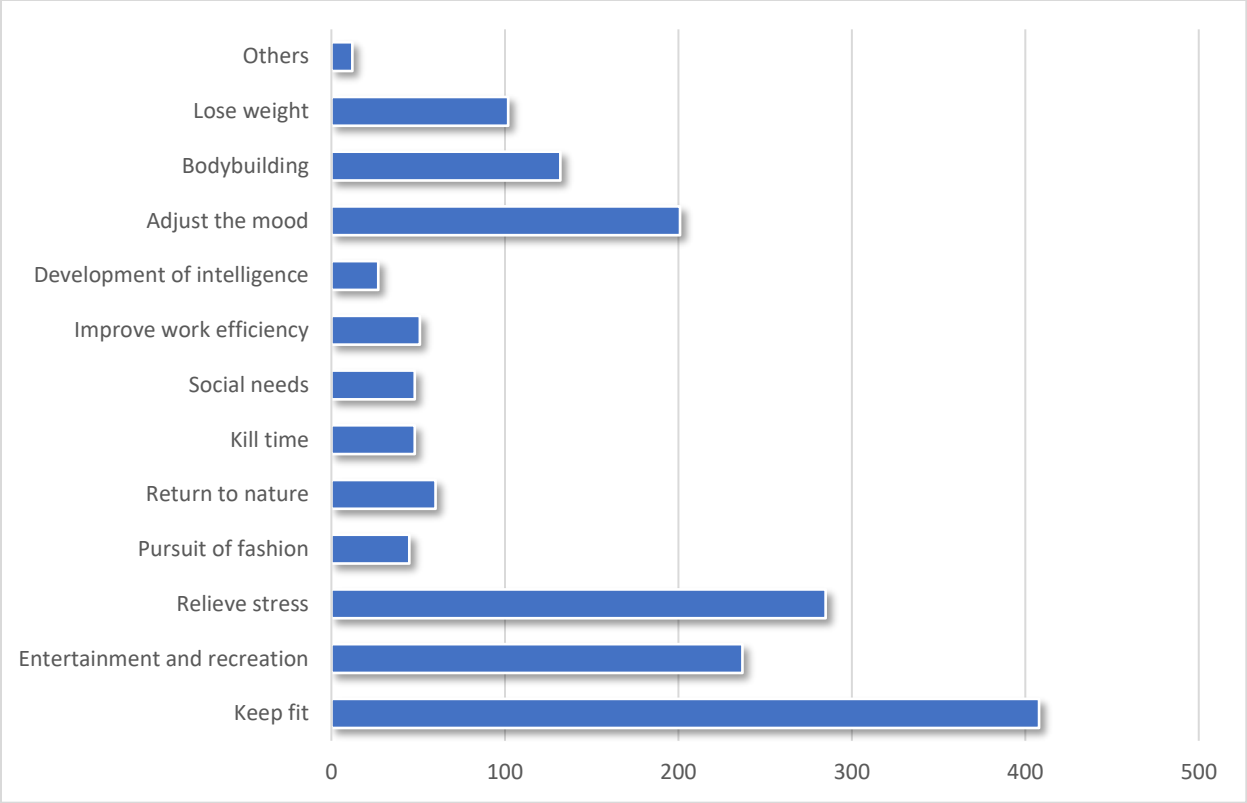


Figure 12. Motivation of Guangzhou residents participating in leisure sports (n=594) (He, 2014, p.23)

4.3.5 The venues for Guangzhou residents to participate in leisure sports activities

From Figure 13, it can be found that the number of people who choose to charge sports venues is the first. People pay more and more attention to their health. Many people choose to go to the gym for the guidance of professional coaches. The idea of "spending money to buy health" has gradually been deeply rooted in the hearts of the people. Followed by the choice of public sports venues, accounting for 44.44% of the total. The opening of parks and school gymnasiums has attracted some elderly and students to participate in leisure sports activities. The open space of the district is also a place many people to choose. Because of the very close to residential areas, many residents make use of convenient open spaces for leisure sports.

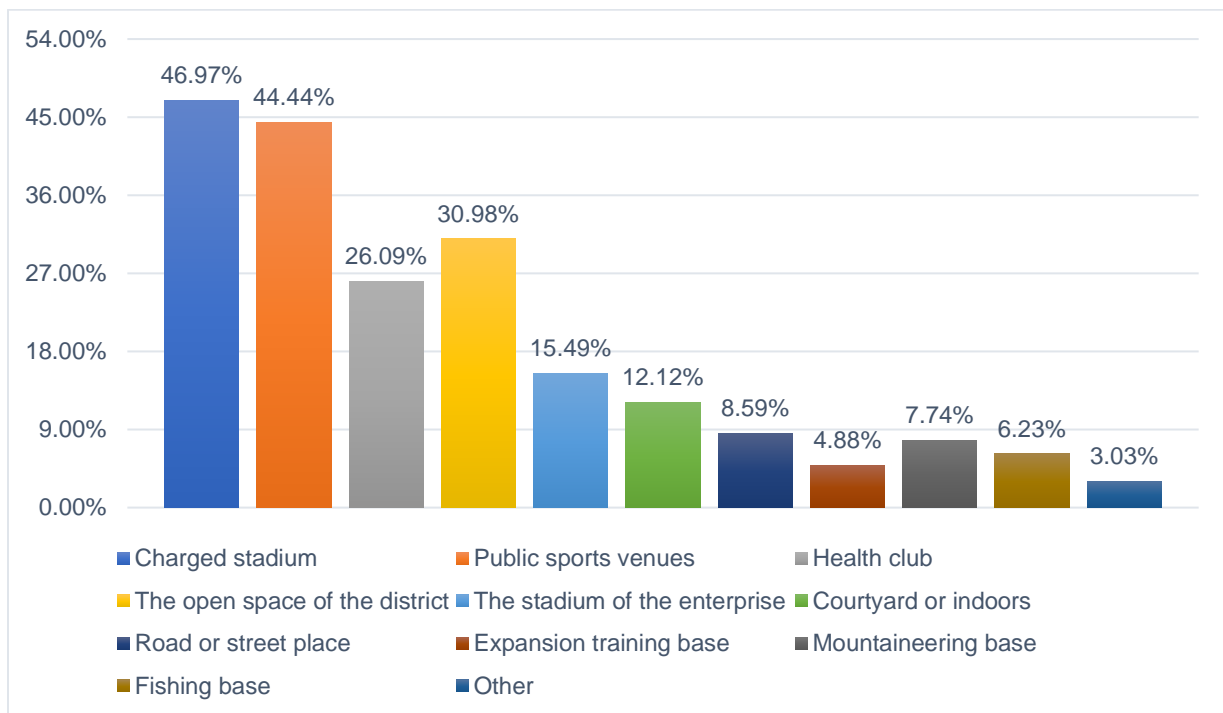


Figure 13. Respondents' choice of places to participate in leisure sports activities (n=594) (He, 2014, p.24)

According to Figure 14, we can analyze that most people are not very satisfied with sports facilities. When sports facilities cannot make people feel satisfied, it is easily reducing people's enthusiasm for leisure sports. Therefore, the development of public sports facilities has an impact on people's participation in leisure sports activities.

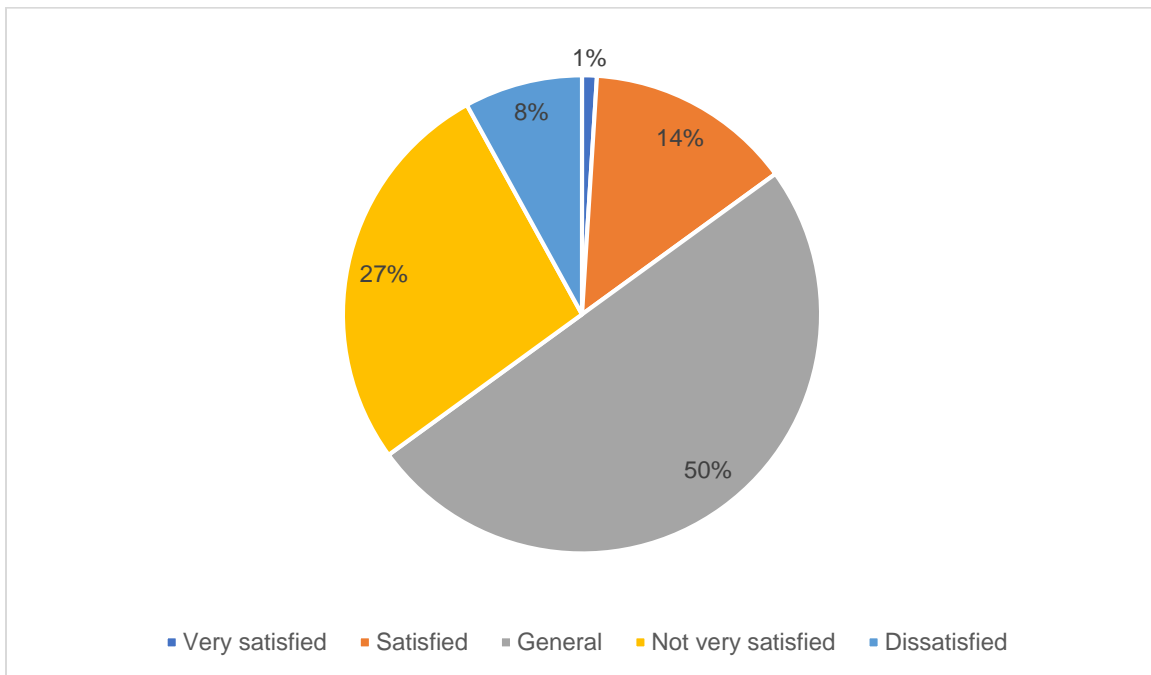


Figure 14. The satisfaction of sports venues by respondents (n=594) (He, 2014, p.25)

4.3.6 Emotional experience of Guangzhou residents after participating in leisure sports activities

Leisure sports are not only physical activities, but also psychological and social activities. Therefore, leisure sports not only contribute to physical health, but also have a positive impact on people's mental health. According to the results of Table 2, 62% of the residents felt happy after participating in sports activities, 24% felt very happy and 13% felt normal. In terms of eliminating fatigue, 63% of the residents believed that participating in sports had a positive effect on eliminating fatigue, 27% thought it was very useful, and 9% thought it was normal. It shows that residents' participation in leisure sports activities has a very important role in promoting the physical and mental health of the human body.

Table 2. Physical and mental experience after leisure sports activities (n=594) (He, 2014, p.26)

		Number of people	%
Physical feeling	Very happy	142	24%
	Happy	371	62%
	Ordinary	78	13%
	Not very happy	3	1%
	Unhappy	0	0%
Eliminate exhaustion	Very useful	158	27%
	Useful	373	63%
	Ordinary	55	9%
	Not much useful	8	1%
	Useless	0	0%

4.3.7 Respondents' cognition of the value of participating in leisure sports activities

According to the result of Table 3, 60.6% of residents think that it is important to participate in the leisure sports, and 28.3% of residents think it is very important. From this we can judge that people's awareness of physical exercise is much improved compared with the past, which plays an important role in the development of leisure sports.

Table 3. Awareness of participating in the value of leisure sports (n=594) (He, 2014, p.27)

Importance value	Number of people	%
Very important	168	28.3%
Important	360	60.6%
General	57	9.6%
Not very important	9	1.5%
Unimportance	0	0%

4.4 Leisure sports consumption behaviour of Guangzhou residents

According to the study on the sports consumption of Guangzhou residents (see Figure 15), half of the residents spend more than 100 yuan per month on leisure sports, of which more than 500 yuan of residents account for 10%. While residents who spend less than 100 yuan and 0-yuan account for 31% and 19% of the proportion respectively. From this, we can conclude that half of the residents spend more than 100 yuan on leisure sports. The overall level of leisure sports consumption is high.

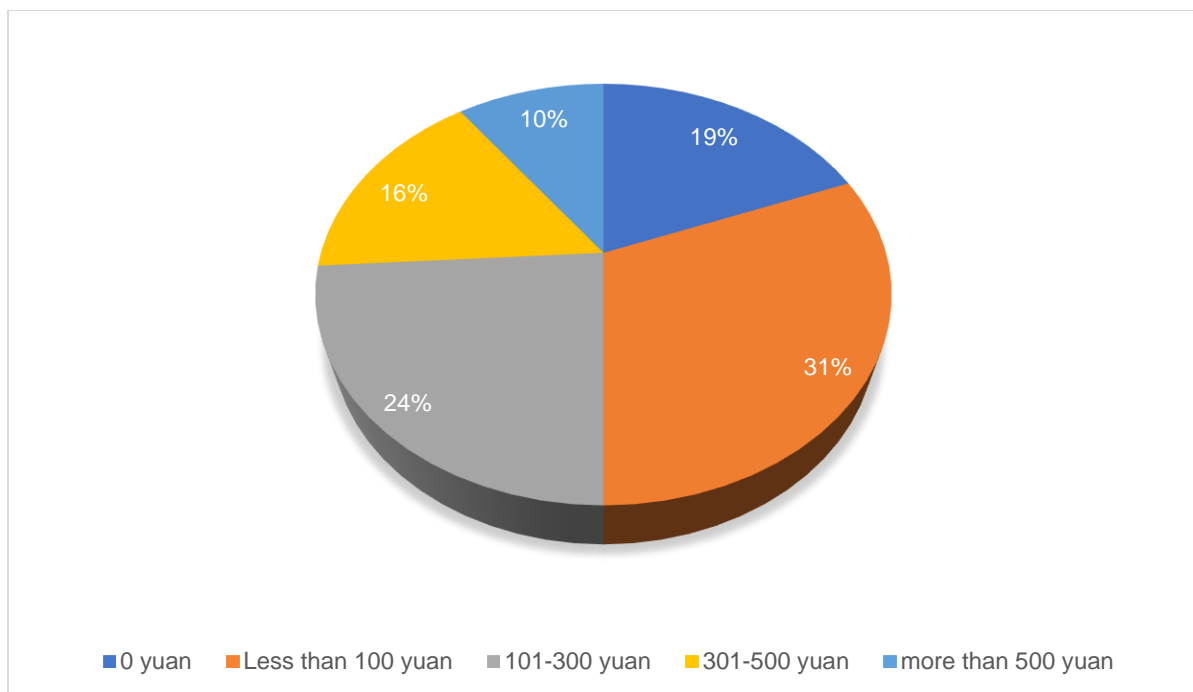


Figure 15. Residents' monthly expenditure on leisure sports activities (n=594) (He, 2014, p.28)

From the Figure 16, we can find that 44.44% of the residents' leisure consumption is in sports products, 36.36% of the residents have leisure consumption in the rental venues, and 32.83% of the residents have leisure consumption in the purchase of sportswear. Therefore, in the way of consumption of leisure sports in Guangzhou, the proportion of leisure sports consumption that purchase physical type (sports products, clothing and so on) is higher, while the purchase information type (sports books, newspapers and other) leisure sports consumption is low.

This shows that the sports consumption structure of Guangzhou residents is not very reasonable. People prefer to consume in physical type and ignore the non-physical consumption. It is necessary to promote the market of non-physical consumption. For example, let people participate in sports learning, and promote reading of more books or periodicals about sports knowledge.

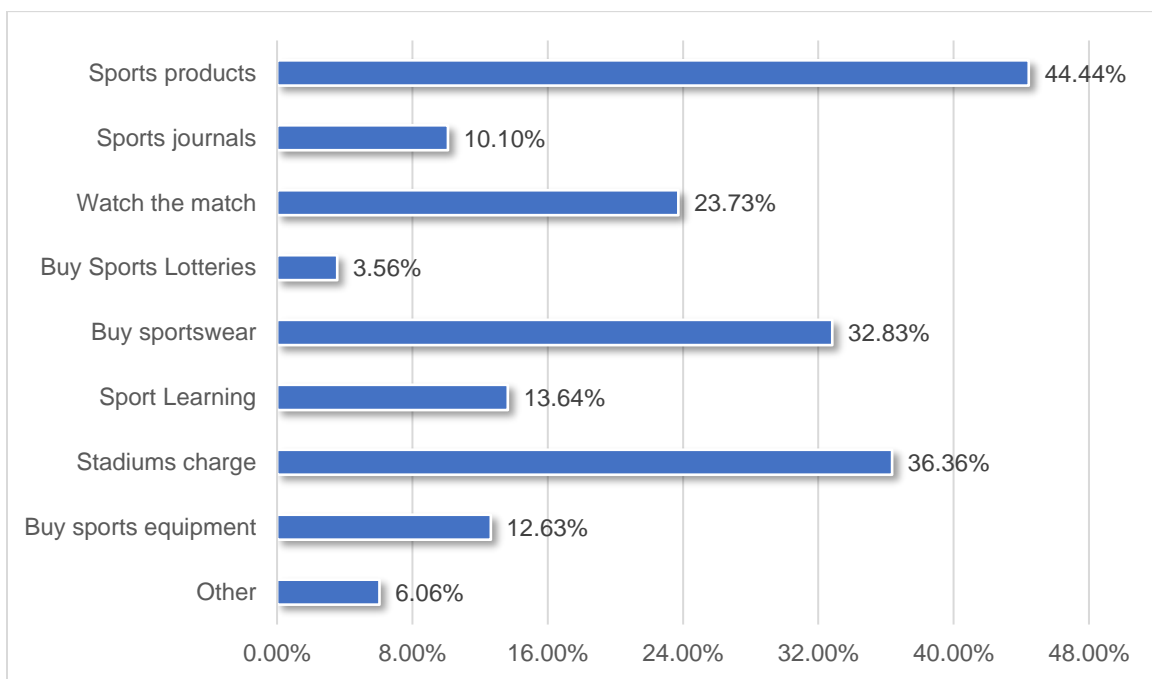


Figure 16. Residents' consumption way of leisure sports (He, 2014, p.28)

5. Discussion

Residents' leisure time has increased significantly, but there is still some irrationality in the distribution of leisure time. Nowadays, nearly half of the residents in Guangzhou have more than 3 hours of leisure time. Since the five-day work system implemented in 1995 and the policy of small vacation and paid vacation in 1999, more and more people have been relieved from their busy work and began to have more leisure time. But more than half of the people spend their leisure time in leisure activities such as watching TV at home, surfing the Internet and so on, which are not conducive to physical and mental health. These activities greatly reduce the enthusiasm of the people to participate in outdoor activities. Leisure time has increased, but the frequency of participation in leisure sports has decreased because of the unreasonable distribution of leisure time.

The frequency of leisure sports participation by residents is relatively high, and there are many kinds of participation. More and more residents participate in leisure sports activities at least three times a week. More than half of the residents exercised at least half an hour, which makes most of the residents' exercise to achieve the effect of exercise. The variety of the residents' participation in leisure sports is becoming more and more diverse, in addition to the general sports events such as badminton and jogging, outdoor sports such as mountain climbing and rock climbing, fashion sports such as yoga and golf, even traditional sports such as Dragon-lion dance and kites has gradually increased in the number of people.

More and more people are aware of the importance of physical exercise and they are willing to participate in sports activities. More than half of the people believe that it is important to participate in leisure sports, and even 28% of them believe that leisure sports are very important. The overwhelming majority of residents have an affirmative attitude towards leisure sports. In the future, more people will be willing to participate in sports activities. They realize that leisure sports are of great significance to themselves. In addition to strengthening physical fitness, leisure sports also play a very important psychological role in improving work efficiency and relieving pressure. This also plays a role in promoting the development of leisure sports.

The condition of sports facilities has improved, but it still needs improvement. With the change of people's concept of leisure sports, more and more people have more requirements for leisure sports venues. Compared with the past, sports venues and facilities have greatly improved, but still cannot meet people's higher demand for sports venues and facilities. In this survey, more than half of the residents hold a general attitude towards the existing stadiums and facilities.

The overall level of residents' leisure sports consumption is high, but the consumption structure is not very reasonable. More than half of Guangzhou residents spend more than 100 yuan in leisure sports. From this point, it can be seen that the consumption level of residents in leisure sports is higher, but most of the residents are consumed in sports products and sportswear, and the proportion of information type consumption of sports books and learning sports is low, this makes the consumption structure of leisure sports is not very reasonable.

5.1 The future development trends of leisure sports in Guangzhou

Leisure sports education will be paid more and more attention. With the continuous improvement of people's understanding and demand for leisure, the necessity of leisure education is also increasingly prominent. Now most people have realized the importance of leisure sports, and more people will turn their attention to leisure sports education. Therefore, the society will need more professional leisure sports theoretical research, guidance and management talents in the future, and leisure sports education will develop rapidly.

Leisure sports will develop towards the direction of industrialization. With the improvement of the level of economic development and the continuous recognition of the value of leisure sports for the masses, the proportion of the absolute value of leisure sports consumption will be increasing. It can be seen from the leisure sports consumption of residents that more and more people are willing to pay for leisure sports, so the leisure sports industry has a great market potential in the future.

5.2 Suggestions

Strengthen the promotion of leisure sports and encourage people to participate in leisure sports

The government at all levels should increase the publicity of leisure sports and carry out extensive publicity through various media means, such as newspapers, advertisements, networks, TV and health lectures, so that the masses can actively participate in various sports activities in leisure time and guide people to set up a scientific and healthy concept of leisure sports.

Strengthen the cultivation of leisure sports education

At present, the research on leisure sports theory is still a few in China. Therefore, it is necessary to accelerate the development of leisure sports education, set up various kinds of leisure sports

education major, encourage students to participate in the exploration and research of leisure sports theory, and cultivate a batch of professional leisure sports theory to study, guide and manage and to adapt to the demand of leisure sports in the market.

Adhere to the pluralism, interesting and entertaining of leisure sports

First of all, the construction of leisure and fitness centres in central cities should emphasize the integration with communities and urban cultural landscapes. Secondly, in order to improve the utilization of facilities, it is necessary to emphasize the multi-purpose characteristics of sports fitness centres, such as indoor stadiums that can hold exhibitions and other sports activities in addition to various ball games, while taking care of the sports needs and hobbies of the elderly, adults, children and others.

Increase capital investment and construction of stadiums

Although Guangzhou sports venues and facilities have improved, there are still many problems and shortcomings. The number and quality of the public facilities per capita are at a low level, the coverage area of the facilities is not wide enough and the layout is not reasonable.

Therefore, the government should increase the investments in the construction of sports venues and facilities. The construction of sports venues should be included in the overall planning of urban construction. The establishment of sports sites near the community, parks and squares, to provide a good fitness environment for the residents is needed.

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