

The Mechanism and Pathways of Promoting the High-Quality Development of the Sports Industry in the Greater Bay Area through New Quality Productive Forces

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Abstract: New Quality Productive Forces serves as a vital driving force for advancing the high-quality development of the modern sports industry and represents an advanced productive force that facilitates the transformation and upgrading of the sector. Employing literature review, expert interviews, and field research methodologies, this study examines the mechanisms, challenges, and pathways through which new quality productive forces empowers and propels the high-quality development of the sports industry in the Greater Bay Area. Research findings indicate that New Quality Productive Forces promotes the high-quality development of the sports industry in the Greater Bay Area through three interconnected pathways: technological innovation to drive the intelligent upgrading of the industry, the integration of production factors to enhance total factor productivity, and the in-depth convergence of business formats to boost industrial competitiveness. However, challenges persist, including the need to strengthen revolutionary technology adoption, barriers to the flow of new production factors, and insufficient exploitation of industrial synergies. Consequently, this study proposes pathways to bridge innovation chains with industrial chain transformation, foster synergistic development of data and innovation resources, and deepen business model integration alongside cluster collaboration. These approaches aim to provide theoretical frameworks and practical guidance for cultivating new-quality productive forces within the sports sector and advancing its high-quality development.

Keywords: New Quality Productive Forces; Greater Bay Area; Sports Industry; High-Quality Development

1. Introduction

Against the backdrop of the deepening implementation of the Greater Bay Area strategy and the coordinated advancement of the construction of a leading sports nation, the sports industry, as a new growth pole for the high-quality development of regional economies, is entering a critical period of transition between old and new growth drivers. New-quality productive forces, centred on revolutionary technological breakthroughs, the reconfiguration of novel production factors, and transformative industrial upgrading, provide crucial impetus for overcoming bottlenecks in the Greater Bay Area's sports industry development and driving high-quality growth. As one of China's most deeply reformed and vibrant regions, the Greater Bay Area possesses uniquely advantageous conditions for developing its sports industry. The key to enhancing the competitiveness of the Greater Bay Area's sports industry lies in achieving breakthroughs in revolutionary technologies, optimising the reorganisation of new production factors, and promoting the transformation and upgrading of transformative emerging industries under the framework of new quality productive forces. To this end, this paper, grounded in the essence of new quality productive forces, analyses the mechanisms, challenges, and pathways through which these forces can foster high-quality development in the Greater Bay Area's sports industry. It aims to provide practical guidance for the development of the Greater Bay Area's sports industry, helping it become a pillar industry of China's economic development and a model of high-quality development.

2. Explanation of the Connotation of New Quality Productive Forces Promoting High-Quality Development of the Sports Industry in the Greater Bay Area

2.1 The Connotation of New Quality

Productive Forces

Current research on the connotation of new quality productive forces indicates that it is defined by the qualitative leap in the three elements of productive forces and their optimised integration. It constitutes a new, high-level modern productive force that adheres to technological innovation as its guiding principle, accelerates the transformation of production methods, enhances the penetration of science and technology, and fosters innovation in industrial forms [1]. New-type productive forces align with the evolutionary trajectory of traditional productive forces while representing a profound conceptual transformation. Compared to traditional models, they entail shifts in both modes of production and lifestyles, constituting a qualitative leap in productive development. At present, [2] new-type productive forces leverage advanced technologies to drive qualitative improvements through innovation, catalysing profound restructuring of industrial frameworks. This facilitates a qualitative leap in productive capacity, ultimately enhancing production efficiency and accelerating the advancement of productive forces.

2.2 The Essence of High-Quality Development in the Greater Bay Area Sports Industry

High-quality development within the sports sector represents an active implementation and substantive response to the broader pursuit of high-quality development, primarily manifested through growth in industrial scale and enhancement in industrial quality. [3] The scale of the sports industry reflects 'quantitative expansion,' specifically evident in hosting large-scale, high-frequency sports competitions and performances; providing extensive coverage and diverse types of sports fitness and leisure activities; and establishing comprehensive categories and high-capacity manufacturing of sports equipment and related products. Regarding quality enhancement, the sector adheres to the principles of innovation, coordination, green development, openness, and shared benefits. Structurally, this encompasses advanced industrial structures, optimised operational efficiency, and green industrial development. High-quality development in the Greater Bay Area sports industry manifests through expanded scale, elevated industrial capabilities, a robust domestic sports market system, and an efficient, collaborative modern

industrial chain and supply chain system.

2.3 Explanation of the Role of New Quality Productive Forces in Promoting High-Quality Development of the Sports Industry in the Greater Bay Area

Firstly, revolutionary technological breakthroughs. Led by next-generation information technology industry clusters, it coordinates and systematically advances the innovative development and level enhancement of the Greater Bay Area's sports economy. Leveraging comprehensive big data aggregation and intelligent computing, it achieves optimised resource allocation and scientific decision-making within the sports industry, enhancing precision. AI-driven services deeply serve the 'intelligent' sector, reconstructing smart venues, personalised spectating experiences, and the integration of culture, sports, and tourism through digital twins, digital interaction, and data recommendation technologies. Barrier-free accessibility in sporting events will be redefined through information technology innovations such as intelligent guide robots and accessible digital services, ensuring smart, user-centred design that safeguards the legitimate rights of vulnerable groups and persons with disabilities. This embodies the sustainable principles of technology-enabled empowerment and equitable participation.

Secondly, the allocation of new production factors. Based on new-type productive forces, optimise the rational allocation of highly skilled labour, new technologies and sports equipment, and sports data elements to enhance the allocation efficiency and resource utilisation efficiency of the Greater Bay Area's sports industry. The integration of new technologies and sports equipment with new-type productive forces primarily manifests in boosting the production efficiency of the Greater Bay Area's sports industry through the embedding of intelligent equipment and green technologies. This promotes the intelligent, specialised, and green development of sports equipment, thereby increasing production efficiency and the value-added rate of the sports industry. Talent constitutes a vital production factor within the sports industry. In the development of the Greater Bay Area, fully leveraging regional personnel mobility optimisation and cross-disciplinary integration mechanisms will stimulate the vitality of the sports industry,

driven by new production factors as an internal force. This will subsequently cultivate a development paradigm possessing a global perspective and international competitiveness. As the most critical factor of production in sports production, data can cater to the diverse needs of event organisation, training analysis, consumer insights and other aspects through the comprehensive collection, sharing, utilisation and analysis of sports-related elements. This drives collaborative efforts across the entire sports industry chain and enables precise resource allocation, thereby fostering interconnectedness and deep integration throughout the sector.

Thirdly, transformative upgrading of emerging industries. Guided by new-quality productive forces, the Greater Bay Area has pioneered the breaking down of institutional barriers across the three regions, establishing regional advantages for the clustered development of the sports industry. A multi-tiered collaborative system has been established to enhance resource circulation and policy coordination efficiency across the three areas, thereby forging an integrated regional institutional platform. The Greater Bay Area fully integrates the cultural tourism and exhibition strengths of the three regions with Guangdong's manufacturing and market advantages, coordinating and unifying resources to form a collaborative supply system for high-value-added modern sports industries.[4] Concurrently, fostering the integration of sports-related industries will promote the clustered development of sports-derived sectors such as technology, cultural tourism, and health, alongside emerging sports equipment and service industries. This will forge new pathways for growth within the sports sector, driving the overall digitalisation, greening, and high-end, precision-oriented upgrading of the Greater Bay Area's sports industry.

3. Mechanisms for New Quality Productive Forces to Promote High-Quality Development of the Greater Bay Area Sports Industry

3.1 Technological Innovation Driving Intelligent Industrial Upgrading

The technology-empowerment mechanism serves as the intrinsic driving force for new quality productive forces to foster high-quality development within the Greater Bay Area sports industry. Through the deep integration of digital,

intelligent, and green technologies with the sports sector, it achieves process re-engineering, service capability enhancement, and ecological issue resolution, propelling the industry towards intelligent, efficient, and low-carbon development. The digital economy enhances the circulation efficiency of production factors within the sports industry's industrial chain[5]. Intelligent technologies elevate service quality and user experience in the Greater Bay Area's sports sector, boosting user engagement, immersion, and satisfaction while propelling the transformation of sports services towards high-end personalisation and intelligent service delivery. Emerging technologies facilitate the shift of the Greater Bay Area's sports industry towards low-carbon development and ecological sustainability.

3.2 Enhancing Total Factor Productivity through Integrated Production Factors

The coordinated development of the Greater Bay Area necessitates dismantling barriers to the flow of factors amongst the three regions. It serves as a platform to activate the circulation and restructuring of core production factors such as capital, talent, and data. Through cross-regional restructuring of production factors, cross-regional talent mobility and capability enhancement, precise capital allocation and business model incubation, as well as the sharing and transformation of technological elements, it accelerates the reallocation of production factors, thereby propelling the high-quality development of the sports industry. By dismantling traditional talent boundaries, [6] it fosters cross-sector integration between sports and fields such as technology and low-carbon development, establishing a system encompassing multi-disciplinary professionals and composite innovators. Leveraging data as an essential element of new-quality productive forces, it establishes cross-regional collaborative mechanisms for data integration and sharing, achieving the convergence and interconnection of multi-source data within the Greater Bay Area's sports sector.

3.3 Deep Integration of Business Models Enhances Industrial Competitiveness

New-type productive forces promote the integration of the Greater Bay Area's sports industry with related sectors, driving innovative development of sports industry business models.

By advancing value chain integration and cross-sector convergence within the Greater Bay Area's sports industry, new-quality productive forces elevate collaborative innovation and cross-boundary development across industrial segments. This demand-side approach guides intelligent and green transformations in manufacturing, catalysing the emergence of smart services, integrated cultural-sports-tourism development, digital operations, sports wellness industries. This effectively optimises the regional sports industry ecosystem, fostering endogenous momentum for high-quality development. It drives the restructuring of the Greater Bay Area's sports industry value network and ecological development, enabling sustained innovation within the sector.

4. Challenges Facing the High-Quality Development of the Sports Industry in the Greater Bay Area Amidst the Emergence of New Quality Productive Forces

4.1 Strengthening the Application of Revolutionary Technologies: Inadequate Integration Between Innovation and Industrial Chains

Core technologies form the bedrock of intelligent development within the sports industry. Presently, the Greater Bay Area exhibits significant external dependency on core technologies in key sectors. While new productive forces drive industrial transformation and upgrading through revolutionary technological breakthroughs, the absence of core technologies hinders the steady advancement of the sports industry. Crucial patented technologies such as precision data acquisition techniques for intelligent sports equipment manufacturing, core technologies for smart wearable devices, and adaptive technologies for equipment facilities are held by internationally leading enterprises. The Greater Bay Area faces insufficient supply of core technologies within its high-tech industries, with manufacturing heavily reliant on foreign sources for core technologies and critical components. In the realm of intelligent sports events, core technologies such as ultra-high-definition transmission for live broadcasts, algorithmic techniques for measuring athletes' performance data, and VR/AR holographic technologies for virtual spectator experiences primarily rely on foreign suppliers. Regarding intelligent sports

services, insufficient technological empowerment prevents tailored consumer offerings, failing to meet higher-level demands and thus constraining new quality productive forces from driving the sector's intelligent development. The Greater Bay Area exhibits insufficient collaborative innovation capacity among sports enterprises, between sports industries, and with technology sectors. The absence of streamlined technology transfer pathways further exacerbates dependence on intelligent sports technologies. Consequently, efforts should focus on strengthening research into critical core technologies, advancing the deep application of intelligent technologies within the sports industry, and establishing an autonomous and controllable intelligent sports technology system.

4.2 Barriers to New Factor Mobility: Hindrances in Data and Innovation Resource Integration

Talent constitutes the most critical element among the innovative factors of new-quality productive forces, yet the Greater Bay Area currently faces a significant shortage of high-calibre professionals. Talent development mechanisms remain underdeveloped, with the sports industry's high-quality development lacking composite sports professionals. Meanwhile, strategic integration with related industries has sharply increased demand for such versatile talent, creating a structural imbalance between supply and demand. Insufficient interdisciplinary knowledge structures and comprehensive capabilities constrain industrial integration. Particularly in the sports-tourism sector, there is a critical shortage of professionals possessing both sports expertise and tourism management skills, thereby limiting the quality of industrial convergence. A lack of innovative, creative, and senior leadership talent hinders the cultivation of new business models, formats, and approaches within the sports industry. Imbalanced allocation of capital resources constrains industrial development. The sports industry within the Greater Bay Area suffers from imbalanced capital allocation, severely hindering its high-quality development. Cross-border capital flows within the region continue to face institutional barriers. Differences in financial, exchange, and taxation systems across the three regions of the Greater Bay Area impede the free movement of capital

both within and beyond the area. Emerging sectors such as sports technology and digital sports are particularly affected, as the absence of institutional arrangements for cross-border capital flows severely limits the integration of innovation resources. Guangdong's internal allocation of sports resources suffers from systemic and policy shortcomings. The use, operation, and management of large-scale sports venues, alongside the organisation of sporting events and athlete training, remain excessively concentrated within administrative bodies. This restricts the efficiency of market-based resource allocation and impedes innovation within the sports industry.

4.3 Insufficient Industrial Synergy: Weak Business Model Integration and Cluster Effects

The dominance of traditional business models constrains industrial upgrading. While new productive forces drive the sports industry towards high-end, intelligent and green transformation, path dependencies in traditional industries lead to misallocation of resources, hindering the development of emerging business models and stifling industrial upgrading. The Greater Bay Area sports industry relies heavily on conventional formats such as sports equipment manufacturing and event operations. While these hold significant market share, their low value-added nature fails to meet the demands of new-quality productive forces for industrial upgrading. The majority of sports manufacturing comprises contract production and low-end products, lacking independent design and core technologies, which positions the industry chain at the lower-middle tier of the global value chain. Concurrently, new formats such as digital sports, smart fitness, and virtual events remain misaligned with traditional formats, failing to establish synergistic development mechanisms. Although the Greater Bay Area hosts sporting events, most competitions suffer from homogenisation and insufficient international influence and reach. Compared to globally renowned events such as the New York Marathon and America's Cup in San Francisco, there remains a significant gap in event IP development, commercial exploitation, and international audience coverage. New-quality productive forces necessitate technological empowerment to drive industrial convergence and business model innovation.

However, path dependencies within traditional sectors hinder resource reallocation towards higher-value segments. Furthermore, the uneven development of the Greater Bay Area's industrial structure, coupled with the lack of efficient synergy in the division of labour within the sports industry between the core cities of the Pearl River Delta, has further impeded structural upgrading. Consequently, policy interventions and technological integration are essential to drive the transformation of traditional industries towards intelligent and service-oriented models, thereby establishing a modern industrial system centred on innovation.

5. New Quality Productive Forces: A Pathway for High-Quality Development of the Sports Industry in the Greater Bay Area

5.1 Revolutionising Technological Breakthroughs as the Engine: Integrating Innovation Chains with Industrial Transformation

Firstly, advancing the independent research and development of intelligent sports equipment. The research and development of intelligent equipment will focus on achieving breakthroughs in high-performance materials and precision manufacturing technologies for sports equipment. Targeting the high-end sports equipment sector, we will leverage the scientific experimental centres of universities to independently develop materials for sports equipment that are lightweight, highly elastic, and wear-resistant. The design and application of novel sports gear and training apparatus can significantly enhance athletic performance and increase industrial value. Develop intelligent sportswear equipped with flexible sensors and positioning systems to monitor and provide real-time feedback on athletes' physiological indicators and body posture, thereby informing training protocols and injury prevention strategies. [7] Simulate real-world competition environments through virtual reality (VR) and augmented reality (AR) technologies, overlaying training data to transform conventional training methodologies. Concurrently, the advancement of intelligent sports equipment will catalyse related industries such as new materials and electronic information technology, fostering exports of high-end equipment manufacturing. This approach will establish new competitive advantages on the international stage and create

fresh economic growth opportunities.

Secondly, technological empowerment is driving the restructuring of event operations systems. The integration of technologies such as artificial intelligence with event management is comprehensively revolutionising the organisational processes of sports events in the Greater Bay Area. Through comprehensive data collection and predictive modelling, it facilitates rational pre-arrangements during the preparatory phase, while leveraging AI and IoT during events to optimise venue, officiating, and resource allocation. This elevates event quality and management standards, rendering operations more digitalised and precise. Consequently, sporting events within the region advance towards informatisation and intelligent development, injecting fresh impetus to propel the sports industry further. Leveraging digital technology to empower major events, analysis of historical ticketing data, weather conditions in venue vicinity, and traffic flow parameters [8] assists in seating arrangements and emergency management planning.

Thirdly, establishing collaborative innovation platforms for the industry. The Greater Bay Area should develop cross-sectoral and cross-regional collaborative innovation platforms for the sports industry, starting from coordinated planning and integrated technological innovation [9]. Regarding planning coordination, the platform should facilitate the synchronised integration of sports industry planning with tourism, commerce, technology and other sectors, establishing cross-departmental coordination bodies for the integrated planning of sports venues, tourist attractions and commercial facilities. In key areas, comprehensive sports technology innovation demonstration zones should be developed to advance the deep integration and application of new technologies like 5G and artificial intelligence within the sports sector. Regarding technical standard convergence, the collaborative innovation platform should facilitate the harmonisation of technical standards between the sports industry and related sectors. Through these collaborative innovation platforms, dual promotion and dual empowerment of planning integration and technological convergence can be achieved, thereby fostering the construction of an innovative ecosystem for the sports industry.

5.2 Supported by Novel Factor Allocation:

Fostering Synergistic Development of Data and Innovation Resources

Firstly, comprehensively strengthen talent development within the Bay Area's sports sector. Talent constitutes a pivotal element in forming new-quality productive forces, necessitating robust development of multi-tiered, internationalised talent pools for the high-quality advancement of the Greater Bay Area's sports industry. The region urgently requires establishing talent cultivation mechanisms that align with the multifaceted demands of new-quality productive forces for sports industry professionals, thereby reinforcing the human capital foundation for industrial excellence. On one hand, leveraging the disciplinary strengths of academic institutions, dynamically adjust programme offerings to establish interdisciplinary specialisations. Integrate courses in big data computing, digital operations, and intelligent equipment utilisation into talent development plans. Establish collaborative practical training platforms, encouraging universities to partner with enterprises such as Huawei Sports Health, DJI Innovation Technology, and Anta for practical training collaborations. This will enable students to engage deeply in projects like intelligent sports equipment research and digitalised event management, thereby enhancing their professional capabilities. Concurrently, efforts will intensify to recruit high-calibre talent. Leveraging the institutional advantages of the Greater Bay Area and talent policies within the Qianhai, Nansha, and Hengqin Free Trade Zones, specialised recruitment initiatives will be developed. These will focus on attracting elite professionals in Sports Technology Research and Development, digital sports operations, and international event organisation.

Secondly, advance the market-oriented allocation of sports resources. The Greater Bay Area must strengthen the diversified, cross-regional channelling of capital, directing investment towards high-tech sports, cross-sectoral sports industry integration, and digitalisation of the sports sector to provide capital support for the sustainable development of the sports industry. Establish a Greater Bay Area Sports Industry Innovation and Development Fund, prioritising investments in intelligent sports equipment development, sports technology commercialisation, and green sports venue construction. Simultaneously, consolidate

local government industrial support funds to provide equity investments and product subsidies for various sports industry integration demonstration projects and small-to-medium-sized sports technology enterprises, leveraging the role of government capital as a catalyst. To activate private capital, foster a favourable environment and relax market access standards for the sports sector. Attract investment from venture capital, private equity, and equity funds, with a strong emphasis on sports technology, digital sports solutions, and the operation of international sporting events.

Thirdly, the conversion of competitive achievements and expansion of public services. Actively explore the transformation of competitive sporting accomplishments into public sporting outcomes, undertaking activities such as the social sharing of sporting resources and the provision of community services. This includes the civilian adaptation of competitive sporting techniques and achievements, for example through the use of specialised testing equipment and refereeing systems, and the deployment of elite athletes and coaches to schools and communities at the grassroots level to deliver health guidance services. This enables the conversion of professional expertise, technical skills, and venue facilities into resources and capabilities that support national fitness initiatives. Strengthen the public service functions of venues to not only increase sports consumption and promote healthy lifestyles but also foster the sound development of the sports industry. This approach enhances the sector's economic inclusivity and sustainability, achieving dual socio-economic benefits for the sports industry.

5.3 Leading with Transformative Industrial Upgrading: Deepening Business Model Integration and Cluster Synergy

Firstly, advance the innovative integration of industrial formats. New-quality productive forces will foster deep integration between the sports sector and multiple industries such as health and education, forming a more diversified and comprehensive industrial ecosystem to comprehensively build a new sports bay area ecosystem. The integration of the sports industry and health sector centres on scientific monitoring and rehabilitation as core sports technologies, delivering bespoke health service products tailored to mass participation. The

convergence of sports industry and education promotes the infusion of sporting culture into campus life, establishing novel collaborative frameworks between physical education and academic institutions. The synergy between sports industry and green industries implements the principles of frugal event organisation and environmental stewardship, advancing the adoption of green event standards while fostering eco-equipment manufacturing and carbon management sectors to propel sustainable, low-carbon industrial development.

Secondly, accelerate the transformation and upgrading of traditional industries. Coordinate the digital and intelligent development of traditional sports industries for the public in the Greater Bay Area. Sports event organisers should leverage big data to enhance event management models, establishing integrated online and offline one-stop service registration systems alongside event ticketing and information services [10]. Sports manufacturing should innovate with new productive forces technologies, driving the sector towards digital integration and equipment production. This involves manufacturing intelligent and eco-friendly sports equipment to continuously elevate manufacturing standards and value. Sports tourism should pioneer new 'sports events + cultural tourism' products, linking with the development of Greater Bay Area tourism resources to create diverse, high-quality cultural tourism itineraries. This approach will unlock incremental consumption from sporting events, enhance public demand for evolving experiences from spectating to cultural-sports tourism and leisure, and ultimately elevate the value of traditional sports industries.

Thirdly, fostering an ecosystem for emerging sports industry clusters. New-quality productive forces invigorate the development of strategic emerging industrial clusters. The Greater Bay Area is cultivating growth poles for emerging industry clusters by developing sports tourism complexes and virtual sports. These sports tourism complexes, serving as local landmarks and sustainable operational hubs, integrate competition venues with multifunctional sports, leisure, and commercial facilities. They develop new formats such as smart fitness installations, intelligent venues, and sports health management, thereby establishing an intelligent sports industry cluster. Virtual sports leverage the Greater Bay Area's digital industry strengths

to advance the deep integration of artificial intelligence, big data, and the Internet of Things within the sports sector. This involves establishing immersive virtual competitions and social platforms to support emerging formats, while strengthening synergies with esports and cultural creativity to form integrated industrial chains. These emerging industry clusters not only extend the event economy value chain but also stimulate sports consumption, drive innovation within the sports industry ecosystem, and foster cluster development.

6. Conclusion

As an advanced form of productive forces guided by the new development philosophy, new-quality productive forces exhibit characteristics of high technology, high efficiency, and high quality. This study focuses on pathways for new-quality productive forces to promote high-quality development of the sports industry in the Greater Bay Area. By leveraging revolutionary technological breakthroughs as the engine, novel factor allocation as the foundation, and transformative industrial upgrading as the guiding principle, it accelerates the modernisation of sports in the Greater Bay Area and advances the development of a sports powerhouse. This paper does not elaborate on the differentiated development levels of new-quality productive forces across the sports industries of various cities within the Greater Bay Area. Future research could combine empirical case studies and quantitative analysis of specific sectors, across different cities within the region. This would enable deeper exploration of differentiated pathways for empowering new-quality productive forces, thereby providing more precise guidance for the coordinated and balanced development of the regional sports industry.

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