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05.13.01 Системный анализ, управление и обработка
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Original article

RESEARCH ON THE TRANSFORMATION AND DEVELOPMENT DIRECTION OF CHINA'S REAL ECONOMY BASED ON THE COVID-19 (BASED ON EXAMPLE OF FITNESS INDUSTRY)

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The emergence of the COVID-19 has had a profound impact on the development of China's real economy, and accelerated the transformation of China's offline real economy to online. This paper selects the fitness industry as the research object, integrates the relevant theories of economics and business administration, and explores the path and direction of China's real economy transformation under the background of the COVID-19. The conclusions show that the strong shock, high infectivity, and long-term sustainability of the epidemic have reduced the efficiency of traditional fitness entity management, reduced market sales, and sluggish customer growth, forcing the transformation and development of traditional fitness entities. Against the background of the COVID-19, new demands, new trends and new environments have emerged in the fitness industry. The online service, intelligent empowerment and digital management of the fitness industry have shown significant trends, which has led to a new blue ocean of fitness market demand.

Keywords: COVID-19; real economy; the fitness industry; high quality development.

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ИССЛЕДОВАНИЕ ТРАНСФОРМАЦИИ И РАЗВИТИЯ РЕАЛЬНОЙ ЭКОНОМИКИ КИТАЯ ПОД ВОЗДЕЙСТВИЕМ COVID-19 (НА ПРИМЕРЕ ФИТНЕС-ИНДУСТРИИ)

Е Пэйбо

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Появление COVID-19 оказало глубокое влияние на развитие реальной экономики Китая и ускорило трансформацию офлайн экономики Китая в онлайн. В данной статье фитнес-индустрия выбрана в качестве объекта исследования, интегрируются соответствующие теории экономики и делового администрирования, а также исследуются пути и направления трансформации реальной экономики Китая на фоне COVID-19. Выводы показывают, что сильный шок, высокая заразность и долгосрочная устойчивость эпидемии снизили эффективность управления традиционными фитнес-предприятиями, снизили рыночные продажи, что привело к вялому росту клиентов, трансформации и развитию традиционных фитнес-предприятий. На фоне COVID-19 в фитнес-индустрии возникли новые требования, новые тенденции и новые условия. Онлайн-сервисы, интеллектуальные возможности и цифровое управление фитнес-индустрией продемонстрировали значительные тенденции, которые привели к появлению нового голубого океана спроса на рынке фитнеса.

Ключевые слова: COVID-19; реальная экономика; фитнес-индустрия; высокое качество разработки.

Since the outbreak of the COVID-19 epidemic, in order to effectively respond to the infection risks brought by the epidemic, the whole country has worked together to fight against the epidemic, and to avoid large-scale migration and gathering of population, various regions have generally taken prevention and control measures such as home isolation, reducing outdoor activities, and extending all kinds of holidays, which have achieved good effects on epidemic prevention and control, laying a solid foundation for the stable development of China's economy and society. However, it cannot be ignored that the impact and impact of this epidemic on China's real economy are very profound. Whether it is the matching of supply and demand at the macro level, the supply and sales of products and services by enterprises at the meso level, or the consumer habits and demand preferences at the micro level, there have been significant changes.

This will inevitably have a significant impact on the long-term development of China's real economy. In view of this, the author selected the fitness industry as the research object, integrated the relevant theories of economics and business administration, and explored the direction and countermeasures of China's real economy transformation in the context of the COVID-19, in order to benefit the leapfrog and high-quality development of China's real economy.

Realistic dilemma of traditional fitness entities in the context of the COVID-19

In order to accurately analyze the strategy for the transformation and development of traditional fitness entities in the context of the COVID-19, this paper first analyzes the practical dilemma of traditional fitness entities in the context of the COVID-19, with a view to adapting the right medicine to the situation, taking multiple measures, and ultimately promoting the leapfrog and high-quality development of China's e-commerce industry. This section of the article mainly analyzes from three aspects: the disruption of the management rhythm of fitness entities by the epidemic, the suppression of fitness needs of fitness users, and the constraints on the business layout of fitness entities. The details are as follows.

(1) The strong impact of the epidemic disrupts the management rhythm, and the management efficiency of traditional fitness entities is reduced.

The strong shock of the epidemic has disrupted the management rhythm of traditional fitness entities, thus reducing the management efficiency of traditional fitness entities. This is the primary dilemma faced by traditional fitness entities in the context of the COVID-19 epidemic. As is well known, China's fitness industry started late and its overall development level is not high. Therefore, the fitness industry generally has an objective situation of extensive management, which is manifested in non-standard physical fitness institutions, unprofessional fitness coaches, unscientific fitness courses, and a lack of guarantee for fitness services. It can be said that before the outbreak of the COVID-19, these shortcomings of the fitness industry in China objectively existed, and the consumer experience of fitness services has been greatly improved and controlled. With the sudden attack of the COVID-19, the management of traditional fitness entities with poor management level was further thrown into chaos, because many traditional fitness entities did not have time to make corresponding response plans. As a result, after the outbreak of the epidemic, many fitness entities went bankrupt, employees left their jobs, and some of the traditional fitness entities with serious problems even ran away, which seriously damaged the interests of users, It has also attracted the attention of the government. According to statistics from market consulting firm 51 Industry Report Network, over 80% of traditional fitness entities have experienced a rapid decline in management efficiency under the impact of the epidemic, and small and medium-sized fitness entities are at risk of bankruptcy at any time.

(2) The high infectivity of the epidemic has suppressed the demand for fitness, and the market sales of traditional fitness entities have declined.

The high infectivity of the epidemic has curbed the demand for fitness, leading to a decline in the market sales of traditional fitness entities, which is the core dilemma faced by traditional fitness entities in the context of the COVID-19 epidemic. Due to the highly contagious nature of the epidemic, in order to avoid further expansion of the epidemic scope, various regions across the country have implemented epidemic prevention measures such as reducing outdoor activities, staying at home to fight the epidemic, and reducing crowd gatherings. This has led to a sharp decrease in offline demand for traditional fitness entities, which is a fatal blow to many traditional fitness entities. Because traditional fitness entities generally adopt offline business models.

The costs of rent, equipment, and labor operations continue to rise, and the market sales of fitness products and services have experienced a cliff like decline, directly affecting the normal operation of gyms. If the epidemic prevention and control time is extended, many traditional fitness entities will find it difficult to sustain their operations. Even more seriously, even with significant achievements in epidemic prevention and control, many fitness enthusiasts no longer choose traditional offline fitness entities with concentrated personnel for fitness activities, which slows down the recovery speed of the fitness industry's prosperity and makes it difficult for traditional fitness entities to increase their operating income. The low profile industry development environment has led many

traditional fitness entities to face a tight financial chain, forcing them to control their investment in personnel, equipment, and services. This directly reduces their service level and product quality, greatly harms the interests of existing members, and affects the credibility and brand image of offline traditional fitness entities, making consumers more distrustful of offline traditional fitness entities, ultimately leading to a vicious cycle in the operation of traditional fitness entities.

(3) The long-term sustainability of the epidemic restricts business layout, and the customer base growth of traditional fitness entities is weak.

The long-term sustainability of the epidemic restricted the business layout of traditional fitness entities, resulting in sluggish growth of the customer base of traditional fitness entities, which is an important dilemma faced by traditional fitness entities in the context of the COVID-19 epidemic. As mentioned earlier, the market demand in China's fitness industry is still at a relatively low level and the growth rate is relatively low. According to third-party statistical data, only about 3% of people in China will make special expenditures on fitness, while nearly 20% in developed countries. This indicates that the total number of customers willing to pay real money for fitness in China is relatively small, and the penetration rate of the customer group is still very low. Due to the prolonged duration of the epidemic, the originally small existing fitness customer base has further declined, ultimately resulting in a continuous reduction in the scale of the operating customer base of traditional fitness entities. The prevention and control of the epidemic has also constrained the expansion of the new customer base of traditional fitness entities, and the overall growth of fitness users has slowed down.

Transformation opportunities faced by traditional fitness entities in the context of the COVID-19.

The COVID-19 has brought many difficulties to the physical enterprises and stores in the fitness industry, but it has also spawned many new demands, new formats and new development directions in the fitness industry. This paper analyzes the operation mode of the fitness industry, the equipment function of the fitness industry, and the management mode of the fitness industry from three dimensions to explore the new opportunities faced by traditional fitness entities in the context of the COVID-19. The specific analysis is as follows.

(1) The "Cloud Fitness" project is developing rapidly, and the trend of online operation in the fitness industry is significant

The online operation trend of the fitness industry is significant, which is the primary opportunity for traditional fitness entities in the context of the COVID-19. Due to the restrictions of the epidemic, the demand for offline fitness has been suppressed, giving rise to online "cloud fitness" projects.

The new demand for fitness is that fitness companies or stores not only provide fitness products or services offline, but also use online platforms to move fitness coaches online for live streaming, guiding fitness participants to engage in fitness activities and providing fitness guidance. From the current operational situation, online fitness has many advantages and strong vitality. Firstly, online fitness live streaming has interactivity, which can bring participants and coaches closer together, narrowing the gap between the level of online fitness services and offline fitness services, but at a very low cost; Secondly, online fitness live streaming can break the limitations of time and space, allowing many fitness enthusiasts with tight schedules to participate; Thirdly, online fitness activities have higher efficiency in promotion, which can cultivate and explore new customer needs and new customer groups, laying a solid foundation for the rapid development of the fitness industry and bringing broad opportunities; Fourthly, online fitness activities have solved the problem of a lack of high-quality fitness coaches, as online one-on-one services can be achieved. Thanks to the rapid development of the online "cloud fitness" model, in early 2020, the General Administration of Sport of China issued a notice on vigorously promoting scientific home fitness methods, emphasizing the importance of using various media to widely promote home fitness, This has further laid a solid policy foundation for the development of the online "cloud fitness model. According to the report released by Quest Mobile, the number of the top four users of the online physical exercise app has exceeded 10 million, and the number of the top keep users has reached 24.45 million, which fully shows that the online operation trend of the fitness industry is significant in the context of the COVID-19, and the ceiling of the fitness industry market has been broken by the Internet.



(2) *"Black technology" equipment is constantly emerging, and the level of intelligent sports in the fitness industry is improving*

The rising level of intelligent sports in the fitness industry is a key opportunity for traditional fitness entities in the context of the COVID-19 epidemic. In order to attract customers to engage in fitness activities online, many fitness companies and physical businesses have applied many sports equipment and service functions with technological attributes. The most representative fitness platforms include super gorillas, aperture pigs, and other fitness entities. Their core path is to add intelligent devices to meet the diverse, intelligent, and customized needs of many customers. For example, Aperture Pig can empower customers with cutting-edge technologies such as big data, cloud computing, and artificial intelligence to associate all their exercise data with smart wristbands, forming a personal fitness database for users, so that users have a clear understanding and grasp of their own fitness data, thereby improving customer stickiness and service experience. Looking ahead to the future, the development of the epidemic will further promote the realization and application of online intelligent technology. On the one hand, it is necessary to upgrade the intelligence of fitness equipment, so that fitness users can better use the equipment for fitness; On the other hand, by optimizing fitness equipment software, we continuously collect fitness data and provide guidance for fitness activities based on data analysis, promoting the scientific, humanized, and technological development of fitness activities.

(3) *The "cloud management" model continues to evolve, accelerating the digital management process in the fitness industry*

The acceleration of digital management process in the fitness industry is one of the important opportunities faced by traditional fitness entities in the context of the COVID-19. "Cloud management" is a management method commonly adopted by traditional fitness entities in the context of the COVID-19. The specific approach is to establish a gym data management system, which can form a centralized management and cloud storage of the data of employees, coaches and users, and ensure that the data is updated in real time at the same time, truly realizing the digital operation of employee management, coach matching, customer demand mining and other contents. The most typical representative is the Three Body Cloud Dynamic SaaS management system, which can centralize the management of front-end course sales, member sales, coach management, store manager evaluations, and other content, improve the operational efficiency and effectiveness of gym management, and effectively reduce the operating costs of the traditional fitness industry. In fact, with the further development of digital technology, the scope of application of "cloud management" is becoming increasingly broad, and it has a very prominent effect and role in promoting the improvement of management efficiency in the fitness industry.

Strategies for accelerating the transformation of traditional fitness entities in the context of the COVID-19

Based on the difficulties and opportunities faced by traditional fitness entities in the context of the COVID-19, and combined with the actual situation of the current development of traditional fitness entities, the author explores the specific strategies for accelerating the transformation of traditional fitness entities in the context of the COVID-19 from three dimensions: returning to the nature of the industry, focusing on technology empowerment, and adhering to offline and online integration. The analysis is as follows.

(1) *Returning to the essence of the service industry, upgrading from resource driven to service driven*

Returning to the nature of the service industry and upgrading from resource driven to service driven is a basic measure to accelerate the transformation of traditional fitness entities in the context of the COVID-19. The fitness industry is essentially a service industry, mainly aimed at helping users better strengthen their physical fitness. Therefore, in the future fitness industry, whether it is online or offline operations, it is necessary to prioritize improving user experience, adhere to a customer-centric development philosophy, and take meeting customer fitness needs as the starting point for all decisions, no longer expanding store size or increasing the number of coaches. Adding sports



equipment as the sole driving force for self-development. In the management and operation of gyms, whether it is strengthening the management of coaches, or focusing on the application of technological tools and the construction of multifunctional scenarios, it is necessary to focus on improving service quality, and adhere to the core of customer needs in the construction of fitness scenes and the design of health services. By providing professional, honest, friendly, and high-quality fitness services, we can truly explore, attract, and guide customers' fitness needs, meet their fitness pain points, and achieve service driven development, thus achieving a virtuous cycle of the fitness industry's development.

(2) Emphasize the empowerment of technological tools and transform from extensive development to intensive management

Focusing on the empowerment of scientific and technological tools and transforming from extensive development to intensive operation are the key measures to accelerate the transformation of traditional fitness entities in the context of the COVID-19. On the one hand, it is necessary to accelerate the development of fitness tools for offline fitness entities towards intelligence, digitization, and humanization. Through the intelligent development of fitness equipment, the service experience of users can be improved, making customers feel that the consumption of fitness in the gym is worth it and beyond it. This can continuously create new fitness consumption scenarios and increase customer stickiness. Continuously expanding the fitness customer base. By implanting technological tools, the quality of customer service can be improved, and the management of fitness entities can also be optimized to reduce efficiency losses caused by loopholes and drawbacks in the management process. In summary, the traditional extensive development is moving towards intensive management, improving the comprehensive competitiveness of traditional fitness entities, which is the key to empowering the fitness industry with technology.

(3) Adhere to balancing online and offline, and transform from single line offline to two-way collaboration

Adhering to the principle of giving consideration to both online and offline, and transforming from a single line to a two-way synergy, is an important guarantee for accelerating the transformation of traditional fitness entities in the context of the COVID-19. As mentioned earlier, the traditional single line offline business model has many drawbacks, and traditional fitness entities face many difficulties, seriously restricting the high-quality and leapfrog development of traditional fitness entities. In the context of the home economy, digital economy, and internet celebrity economy, the online "cloud fitness" model is widely popular, cultivating a loyal user group. At the same time, with the continuous development and fermentation of online fitness live streaming activities, the overall scale of online fitness users will accelerate and expand in the future. Therefore, in order for traditional fitness entities to break through the passive situation of the current small total scale of fitness users, they must fully utilize both online and offline markets, resources, and platforms, and maximize the exploration of user needs in China's fitness market. At the same time, by improving service standards, innovating fitness equipment, and transforming fitness service concepts, they can truly enhance the service stickiness of fitness users and achieve their own efficiency, stability, and stability Sustainable development.

Research conclusion

In a word, the emergence of the COVID-19 has had a profound impact on China's real economy, and the traditional fitness industry is no exception. However, it must be noted that while the epidemic has had an impact on the traditional real economy, it has also brought new opportunities and directions for the transformation and development of the traditional real economy. Taking the fitness industry as an example, epidemic prevention and control have given rise to The new forms of home economy, digital economy, and cloud economy have led to explosive growth in online demand in the fitness industry. The "cloud fitness" model has gained widespread attention and is widely welcomed by users, opening up new market space for the development of China's e-commerce industry. In order to better seize the development opportunities of cloud based fitness, traditional fitness enterprises and physical businesses must take backtracking as the foundation, technology empowerment as the support, and offline to offline collaboration as the guarantee. They must explore a new development pattern from

resource driven to service driven upgrading, from extensive development to intensive operation, and from single line to two-way collaboration, truly focusing on customers and continuously improving customer stickiness, Continuously improving our own service level, truly building the core competitiveness of China's fitness industry, and achieving efficient, stable, and sustainable development of the industry.

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