

Research on the Driving Effect of Jiangsu Football Super League on the County Economy of Jiangsu Province

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Abstract:

As a hallmark local sports IP in Jiangsu, the Jiangsu Football Super League links professional and grassroots football. Its multi-dimensional economic driving values in boosting county consumption, promoting industrial integration and enhancing regional brand awareness have initially emerged. Based on the background of building a strong sports nation and the high-quality development of county economy in Jiangsu, this study systematically discusses the strategic positioning, driving mechanism and practical mode of Jiangsu Football Super League in promoting the county economy of the province. The study finds that Jiangsu Football Super League should be positioned as a new growth pole of county economy in the province, a catalyst for sports industry integration and an adhesive for coordinated regional development. Its economic driving value is realized through three core paths: direct consumption stimulation, industrial integration linkage and brand value empowerment. In addition, three differentiated practical modes have been formed in southern, central and northern Jiangsu, namely industry-driven mode, culture and tourism integration mode and traffic diversion mode.

Keywords: Jiangsu football super league; provincial economy; strategic positioning; industrial integration; county economy

1. Introduction

Under the dual background of rural revitalization strategy and high-quality development of sports industry, local characteristic sports events have become an important engine to activate county economy and promote coordinated regional development. With

the characteristics of being close to the grassroots, connecting people's livelihood and wide radiation range, county-level events have become a key pivot to leverage regional economic growth [1]. The 14th Five-Year Plan for Sports Development clearly proposes to promote the in-depth integration of sports industry with county economy and rural tourism,

and create rural characteristic sports event IP. As a major economic province with the total county economy ranking among the top in China for many consecutive years, Jiangsu Province is also a pilot province for building a strong sports province with a solid foundation in sports industry and a strong atmosphere for national fitness, which lays a sound industrial and mass foundation for the integrated development of sports events and provincial economy [2].

Jiangsu Football Super League takes counties as the core carriers of home and away games. Through county-based joint hosting and the home-and-away system, retired professional players and amateur enthusiasts are allowed to compete on the same field, which effectively breaks the identity barrier between professional events and grassroots participation. audience-attraction effect of football events is gradually transformed into county consumption momentum, industrial development potential and brand communication efficiency, making it a typical practice for Jiangsu to explore the integrated development of "sports + county economy" [3]. From the industrialized operation of events in economically developed counties in southern Jiangsu, to the integrated practice of "sports + culture and tourism" in counties in central Jiangsu, and to the initial exploration of leveraging events to boost rural tourism in counties in northern Jiangsu, Jiangsu Football Super League has accumulated certain experience in economic driving practices in different regions of the province. However, the current development of the event still faces many practical challenges. The strategic positioning of the event in the provincial economic development remains insufficiently defined, the driving mechanism has not yet formed a systematic framework, the regional driving effect gap is significant and the traffic conversion efficiency is low. These problems have become common constraints restricting the high-quality development of county sports industry.

2. Definition of Core Concepts

2.1 Provincial Economic Driving

In this study, provincial economic driving specifically refers to the comprehensive direct and indirect, short-term and long-term promoting effect of Jiangsu Football Super League on the growth of total economic volume, optimization of industrial structure, expansion of consumption market and integration of regional resources of the host counties and radiation areas in the province, with the event IP as the core through traffic agglomeration, consumption stimulation, industrial linkage and brand communication [4]. At its core, this process transforms the transformation of event traffic into kinetic energy for economic development, including not only the immediate

direct consumption stimulation brought by event hosting such as tickets, catering and accommodation, but also the long-term indirect economic empowerment such as industrial integration, brand improvement and regional coordination promoted by the cultivation of event IP, focusing on activating the economic development of counties as the core spatial carrier.

2.2 County Economy

County economy is a regional economic form with county as the administrative boundary, featuring urban-rural integration and serving as a key node in the domestic circulation. It is the basic unit of the national economy of Jiangsu Province and a key starting point for promoting coordinated regional development and rural revitalization in Jiangsu. The county economy of Jiangsu Province presents obvious gradient development characteristics: counties in southern Jiangsu have a high degree of industrialization and modernization, with integrated development of modern service industry and characteristic manufacturing industry; counties in central Jiangsu have formed a coordinated development pattern of culture and tourism and modern agriculture relying on water town resources; counties in northern Jiangsu focus on characteristic agriculture and rural tourism, with great potential for economic development to be activated. This regional heterogeneity provides a realistic basis for the implementation of differentiated economic driving strategies for events.

2.3 Industrial Integration

Industrial integration refers to the process of forming new business forms, models and scenarios through technological penetration, business crossover and market integration among different industries or different sectors within the same industry. It is also the core path for Jiangsu Football Super League to empower the provincial economy. Combined with the resource endowment characteristics of Jiangsu Province, this study focuses on three major integration modes of "sports + culture and tourism", "sports + agriculture" and "sports + leisure consumption" to explore the in-depth integration path between events and county characteristic industries, so as to maximize the economic driving value of events.

3. Strategic Positioning of Jiangsu Football Super League in the Provincial Economy

Relying on the dual strong foundation of provincial economy and sports industry in Jiangsu, with counties as the core hosting carriers, Jiangsu Football Super League undertakes three strategic positions in the process of high-quality provincial economic development and coor-

minated regional development: a new growth pole of county economy, a catalyst for sports industry integration and an adhesive for coordinated regional development. The three positions reinforce one another to jointly promote the multi-dimensional empowerment of the event to the provincial economy [4].

3.1 A New Growth Pole of County Economy

The new growth pole theory emphasizes driving the economic development of surrounding areas by cultivating core regional growth momentum [5]. Taking counties as the core of event hosting, Jiangsu Football Super League directly stimulates the immediate economic growth of counties such as sports consumption, culture and tourism consumption, catering and accommodation consumption through event hosting. Meanwhile, it promotes the development of segmented fields of the sports industry in counties such as stadium operation, sports training and football supplies sales, fostering new consumption hotspots and industrial growth points for the county economy. Compared with traditional manufacturing industry, sports consumption and service industry driven by events have higher added value per unit output, which is consistent with the requirements of high-quality development of county economy and can become a new driving force for the transformation and upgrading of county economy. Especially for counties in central and northern Jiangsu with relatively single industrial structure, it provides a new path to optimize the employment structure and develop modern service industry [6].

3.2 A Catalyst for Sports Industry Integration

As a local football event IP in the province, Jiangsu Football Super League has become an important catalyst for promoting the integration of Jiangsu's sports industry with characteristic industries such as culture and tourism, agriculture and cultural creation. The hosting of events provides an immersive experiential setting and large-scale traffic support for the integrated development of "sports +", promoting counties to create new business forms and models such as "sports + culture and tourism" event tourism, "sports + agriculture" leisure agriculture experience and "sports + cultural creation" event peripheral development relying on their own resource endowments, breaking the development barriers between industries and promoting the integration and optimal allocation of industrial resources. At the same time, the industrial integration driven by events can enhance the overall development level of Jiangsu's sports industry, enrich the connotation of the sports industry, promote the transformation of the sports industry into a diversified integrated industrial ecosystem covering derivative development and digital services, and strengthen the industrial relevance and radiation power of

the sports industry in the provincial economy [6].

3.3 An Adhesive for Coordinated Regional Development

The unbalanced development of county economy in southern, central and northern Jiangsu remains a major constraint on the coordinated regional development of the province [7]. Through the mode of joint hosting by counties and home-and-away system, Jiangsu Football Super League has become an 1 connecting different regions of the province, breaking the administrative barriers and resource segmentation between regions [8]. Counties in southern Jiangsu can export event experience and industrial resources through chain operation and pairing cooperation mechanisms to help counties in central and northern Jiangsu improve event operation capacity and industrial integration level; while the culture and tourism resources, agricultural resources and characteristic products of counties in central and northern Jiangsu can connect with the consumption market in southern Jiangsu through the event platform to realize the complementary advantages of resources between regions [6]. The flow of talents, capital, resources and consumption promoted by events between different regions of the province helps to narrow the development gap between southern, central and northern Jiangsu and promote the coordinated regional development of Jiangsu Province.

4. Driving Mechanism of Jiangsu Football Super League on the Provincial Economy

The driving effect of Jiangsu Football Super League on the provincial economy does not operate solely through consumption stimulation, but a multi-dimensional driving mechanism interrelated and progressive through three core paths: direct consumption stimulation, industrial integration linkage and brand value empowerment, realizing the transformation from short-term traffic effect to long-term economic momentum and the extension from single county driving to the overall driving of the provincial region.

4.1 Direct Consumption Stimulation: Aggregating Traffic to Activate the Immediate County Consumption Market

Direct consumption stimulation is the most intuitive driving path of the event for the provincial economy. The core is to gather fans and tourists through event hosting to form an immediate driving effect of "event diversion - consumption agglomeration". Its effectiveness is closely related to the difference in marginal consumption propensity between foreign fans and local residents [8]. On the

one hand, the implementation of the home-and-away system promotes the cross-county flow of away fans, directly stimulating basic consumption such as tickets, catering, accommodation and transportation in the host county. Especially for events held on weekends and holidays, it can extend the stay time of tourists and activate the county overnight economy market centered on accommodation consumption. On the other hand, during the event hosting, counties rely on the event to hold characteristic consumption activities such as sports supplies exhibitions, characteristic agricultural product markets and cultural creation product experiences, driving related consumption and further expanding the county consumption market. At the same time, the hosting of events can enhance the sports consumption willingness of county residents, cultivate residents' sports consumption habits, and promote the long-term development of the county sports consumption market.

4.2 Industrial Integration Linkage: Promoting Production through Events to Optimize the County Industrial Structure

Industrial integration linkage is the core path for the long-term driving of the event to the provincial economy. Its essence is to promote the extension of the sports industry chain into related service and cultural industries. The core is to promote the in-depth integration of the sports industry with county characteristic industries such as culture and tourism, agriculture and leisure with the event IP as the core, forming a chain effect of "event IP - industrial integration - structure optimization" [8]. Event hosting provides a traffic foundation and scene support for county industrial integration. Relying on industrial advantages, counties in southern Jiangsu promote the in-depth integration of "sports + scientific and technological services + financial services + cultural creation industry", developing industries such as event operation, sports training and cultural creation development to increase the proportion of the sports industry in the county industrial structure. Relying on water town culture and tourism resources, counties in central Jiangsu promote the integration of "sports + culture and tourism + leisure", creating event tourism routes and water town sports experience settings to promote the transformation and upgrading of the culture and tourism industry. Relying on characteristic agricultural resources, counties in northern Jiangsu promote the integration of "sports + agriculture + rural tourism", combining events with leisure agriculture, rural picking and folk experience to activate the rural tourism industry and promote the transformation of agriculture to the integrated development of three industries. The industrial integration driven by events can not only improve the added value of county industries, but also promote the transformation of county

industrial structure from traditional industries to diversified integrated development, realizing the transformation and upgrading of county economy.

4.3 Brand Value Empowerment: Building Brands through Events to Enhance County Brand Competitiveness

Brand value empowerment is an important path for the long-term driving of the event to the provincial economy. The core is to closely integrate the event IP with the county brand through event hosting and brand communication, forming an empowerment effect of "event communication - brand improvement - resource agglomeration". As a provincial-wide event in Jiangsu, Jiangsu Football Super League has become an important platform for county brand communication through media reports, event live broadcasts, fan interaction and other channels. With the help of integrated media platforms and social media matrices, it spreads county culture and tourism resources and local images to a wider area, enhancing the brand awareness and influence of counties. Some counties have created a characteristic development mode of "football events + county brand" by building characteristic event competition areas, transforming the event IP into a new business card for county brands, attracting more investment, tourists and consumption, and gathering long-term resources for county economic development [5]. At the same time, the improvement of event brand can also promote the cultivation of local sports event IPs in Jiangsu Province, enhance the brand competitiveness of Jiangsu's sports industry, and help build Jiangsu into a strong sports province.

5. Discussion

5.1 Main Research Conclusions

Based on the background of building a strong sports nation and the high-quality development of county economy in Jiangsu, this study systematically discusses the strategic positioning, driving mechanism, operational models and practical dilemmas of the event in driving the provincial economy, and puts forward optimization countermeasures. The core conclusions are as follows:

Jiangsu Football Super League undertakes three strategic positions in the provincial economic development: a new growth pole of county economy, a catalyst for sports industry integration and an adhesive for coordinated regional development. The three positions support and cooperate with each other, forming the strategic foundation for the multi-dimensional driving of the event to the provincial economy [2, 8].

At present, the event still faces six practical dilemmas in

driving the provincial economy: vague strategic positioning, rigid operation mechanism, inefficient traffic conversion, shallow industrial integration, insufficient regional coordination and lack of factor support. These dilemmas directly limit the full realization of the economic driving efficiency of the event, and are also common problems faced by the development of county sports events in China [8].

5.2 Practical Implications

It provides decision-making reference for Jiangsu provincial government to formulate event financial subsidy policies and sports land planning, and also clarifies the strategic positioning and optimization direction for activating county economic vitality and promoting the coordinated development of sports industry and county economy by relying on local football events.

It provides practical guidance for event operators to optimize event layout, improve event operation capacity and commercial value, and help Jiangsu Football Super League transform from a "mass event" to an "industrialized and branded event" [7].

It provides practical ideas for other provinces in China to create local characteristic sports event IPs and promote county sports events to empower regional economic development, especially for provinces with unbalanced regional economic development, providing a reference mode for differentiated event layout and coordinated regional development.

5.3 Research Limitations and Future Prospects

Although this study systematically analyzes the driving effect of Jiangsu Football Super League on the provincial economy, there are still some research limitations: the study is mainly qualitative analysis, lacking quantitative measurement of the economic driving effect of the event, and does not yet allow for an accurate calculation of the specific contribution of the event to the economic growth, consumption expansion and industrial development of counties in the province [6]; the case analysis mainly focuses on the overall development of the event, and the analysis of event practices in some characteristic counties is not in-depth enough, failing to extract more targeted county practical experience [8].

Future research can be further carried out from the following aspects:

Strengthen quantitative analysis: introduce econometric methods, construct an evaluation index system for the economic driving effect of events, accurately measure the direct and indirect contribution of Jiangsu Football Super League to the provincial economy, and provide more scientific data analysis support for event development [8].

Deepen county case studies: select typical counties in

southern, central and northern Jiangsu to conduct an in-depth analysis of the specific practical modes of event and economic integration, and extract replicable and promotable county practical experience [7].

Focus on technological integration: focus on the integrated application of technologies such as live streaming e-commerce, smart sports and virtual reality viewing with events, promote the digital transformation of event traffic, and improve the digital level of event economic driving

Track long-term development: track the development dynamics of Jiangsu Football Super League for a long time, explore the in-depth integration path of the event with the construction of a strong sports province in Jiangsu, rural revitalization strategy and the goal of common prosperity, and promote the event to become a sustained driving force for the high-quality development of Jiangsu's regional economy [9].

Against the backdrop of in-depth integration of sports industry and county economy, the economic driving value of local characteristic sports events will become increasingly prominent. As a local football event IP in Jiangsu Province, Jiangsu Football Super League is expected to achieve in-depth integration and coordinated development with the provincial county economy through clarifying strategic positioning, innovating operation mechanism, deepening industrial integration and strengthening regional coordination, injecting new sports-driven momentum into Jiangsu's promotion of coordinated regional development and rural revitalization, and setting a typical model for local sports events in China to empower county economic development [10].

6. Conclusion

To sum up, the Jiangsu Football Super League has shown great promise as a local sporting event IP that can encourage coordinated regional expansion throughout Jiangsu Province and boost county-level economic development. The league has progressively beyond the purview of a typical sporting event and developed into a useful platform for consumption development, industrial integration, and regional brand improvement by using counties as the primary hosting units and depending on the home-and-away competition format. In addition to immediately boosting short-term expenditures on tickets, food, lodging, and transportation, it also creates long-term advantages by integrating sports with local sectors like agriculture, tourism, and culture.

However, the analysis reveals that Jiangsu Football Super League continues to confront a number of obstacles, such as inadequate market-oriented operations, poor traffic conversion efficiency, shallow industry integration, and unequal regional driving impacts. These issues imply that the event's economic potential has not yet reached its

full potential. Clarifying strategic positioning, bolstering top-level design, enhancing operational innovation, and encouraging more equitable regional cooperation should thus be the main goals of future growth. To more precisely gauge its true economic value, quantitative assessment and in-depth case-based research will also be required. All things considered, the Jiangsu Football Super League offers a significant illustration of how grassroots football competitions may boost rural regeneration, strengthen county economies, and encourage the superior growth of regional sports businesses in China.

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