

ORIENTATION FOR THE DEVELOPMENT OF VIETNAM'S SPORTS ECONOMY

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Summary

Based on theoretical foundations and practical analyses, this study clarifies the perspectives and orientations for the development of Vietnam's sports economy up to 2030. The goal is to promote sustainable sports development within a socialist-oriented market economy and implement essential interventions to establish sports as an integral component of the national economy.

Keywords: Orientation, sports economy development, Vietnam.

INTRODUCTION

The development of sports and physical education is a primary concern of the Communist Party and the State in guiding and managing sustainable national progress. Its advancement is a critical factor closely tied to both the quality of the population and the overall quality of the national human resources.

Sports activities have made notable contributions to national development achievements in recent years, as officially recognized by the Party and the State of Vietnam. Simultaneously, Vietnam's sports economy sector has shown marked positive changes. However, its growth remains modest relative to its potential. Therefore, there is a need for strategic orientation in developing Vietnam's sports economy to align with the socialist-oriented market economy and the country's practical conditions.

RESEARCH METHODS

The research employs the following methods: document analysis and synthesis; interviews and discussions; expert consultation; and statistical analysis.

RESULTS AND DISCUSSION

To ensure that Vietnam's sports economy grows in alignment with its potential, while fully leveraging available advantages and opportunities, it is essential to establish suitable policies and strategic directions.

Based on domestic research results, international experiences, and the demand of national sports economic development, we propose the following guiding perspectives for developing Vietnam's sports economy. Those are:

First, integrating sports development with

business activities. Developing sports is the foundation, developing the sports economy is essential and serves as motivation and resources for sports growth.

This perspective acknowledges the inevitable relationship between sports development and business activities. Sports business generates the resources needed to sustain and expand sports activities, mobilizing investment from society and reducing dependence on government funding. Business and market dynamics foster inspiration, enthusiasm, and passion for investment, thereby continuously motivating and creating new stimuli for sports development.

Secondly, investing in sports as a development investment, with a focus on investing and establishing a sports industry, to establish a supplementary for sports development.

This perspective is based on the role of sports in national development. Annually, the government allocates a portion of the expenditure and mobilizes social resources for sports development. The novel aspect here is a greater emphasis on orientation and investment in establishing a sports industry, not only to capitalize on new business opportunities from sports activities but also to establish a sustainable, long-term foundation to support sports development, as effectively implemented by many other countries worldwide.

Thirdly, aligning sports business with national market conditions and international economic integration. give priority to developing businesses linked to the country's top sports.

This perspective is based on the key points of business in the current situation. The priority

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also stems from the need for integrated development, as the global sports market has created a “playground” with interconnected production and business chains. Vietnam’s key sports, as identified in the National Sports Development Strategy, should be prioritized because they possess the greatest potential to leverage and capitalize on existing strengths.

Fourthly, developing the sports economy with an appropriate roadmap, following the principle “What can be done by the private sector should not be done by the state”.

This perspective arises from the business requirement that followed the market mechanism and transitioned from the state business toward a socialist-oriented market economy. The principle of “what can be done by the private sector should not be done by the State” is rooted in the principles of managing a market economy and aligns with the requirement to transition from centralized, subsidized state management to a market mechanism. In this model, the State focuses on creating a favorable business environment and monitoring compliance with business regulations.

By implementing these orientations, Vietnam can strategically develop its sports economy sector, fostering a sustainable and integrated sports ecosystem that contributes meaningfully to the national economy.

Drawing from the aforementioned guiding perspectives, we propose a comprehensive strategy for the development of the sports economy in Vietnam up to 2030, as follows:

1) Establishing a legal framework for sports economy development

Developing a legal framework tailored to the sports economy is essential to shaping the market elements necessary for the sports business. Key measures include:

- Continuously revising and amending the Sports Law towards a sports business (or commercialization) model, with policies that encourage and support the sports market. This involves creating a conducive environment for sports business activities. Revisions to the existing Sports Law will serve as a crucial legal foundation for establishing and expanding a new economic sector the sports industry in Vietnam.

- Expanding areas for sports-related business activities to promote professional sports business practices. This includes encouraging partnerships and collaborations between the state, professional organizations, businesses, and individual entities in both domestic and international sports business activities, in alignment with Party policies and state laws.

- Introducing new regulations and policies that promote sports economy development, encouraging all organizations and individuals to engage in sports-related business, production, and service provision. Reinforcing legal protections and strengthening management mechanisms to prevent and address intellectual property violations of sports media products, especially within digital media environments.

- Developing a classification system for sports economy sectors and establishing national statistical indicators for sports economy. Regularly reviewing and assessing the effectiveness of existing solutions to propose future adjustments in tax, fee, and pricing policies in response to evolving market conditions.

2) Defining and developing the stakeholders of the sports industry (enterprises, government, and market)

The development of the sports industry requires coordination among all stakeholders. Key stakeholders in the sports industry include athletes, fans (including sports practitioners), coaches, sports goods and service companies, sports clubs, and federations. From a market perspective, the sports industry encompasses supply, demand, products, and services, involving market participants such as buyers, sellers, intermediaries, and brokers. While the market operates according to supply, demand, and competition, government intervention is required to create a favorable environment and mitigate negative market impacts. Within this structure, sports enterprises' business capabilities are core, the government’s role is to support, encourage, and oversee, while consumer demand and purchasing ability are pivotal.

3) Developing business linkages

Building effective business linkages involves not only connecting sports business activities with sports development but also fostering

collaborations among the main stakeholders enterprises, the government, and the market (domestically and internationally).

4) Promoting the application of Industry 4.0 innovations in sports

The 4.0 Industrial Revolution brings transformative technologies (AI, Big Data, the Internet of Things (IoT), and Cloud Computing...) that are influencing global socio-economic landscapes. These technologies offer unprecedented growth opportunities not only in terms of technological devices but also for sports enterprises. It is an irreversible trend of development. Modern technology and science have established many opportunities for enterprise and society through digital transformation, improved productivity, enhanced quality, and the creation of new value in the sports sector. Embracing Industry 4.0 innovations will drive significant advancements in Vietnam's sports economy.

5) Improving and reforming sports management institutions

The reform and modernization of sports management institutions is a fundamental requirement. It was started from the perspectives and requirements for developing a new sector/business (new business) and placing sports management on the new business platform (or commercialization). This involves restructuring organizational management, operational mechanisms, and management personnel. Notably, this includes establishing advisory and management entities focused on the sports economy at various administrative levels.

6) Developing a strategic vision for the sports economy in Vietnam by 2030, with a vision to 2045

A strategic development plan for the sports economy in Vietnam to 2030, with a long-term vision to 2045, is crucial for setting fundamental, long-term objectives. Based on this strategy, specific action programs along with employing all available resources reasonably can be developed to achieve the defined goals for sports economy growth.

With these strategic directions, by 2030, Vietnam aims to shape and establish a new economic sector within the national economic

structure Vietnam's sports industry. This development includes connecting stakeholders across the sports industry and linking the domestic sports market with regional and international markets.

CONCLUSION

This study has proposed strategic directions for the development of the sports economy in Vietnam up to 2030. These include: establishing a legal framework for sports economy development; defining and fostering the key stakeholders in the sports industry; promoting business linkages; boosting the application of Industry 4.0 technologies in the sports sector; enhancing and reforming sports management institutions; and formulating a strategic vision for the development of sports economy in Vietnam, with objectives for 2030 and a vision extending to 2045. These directions are designed to enable the sustainable growth of Vietnamese sports and contribute positively to the socio-economic development of the nation.

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