



RESEARCH ARTICLE

The Use Of Sustainable Development Theory In Professional Sports Club Management

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With the development of the new era, people's demand has also changed a lot, pursuing high -quality life, the status of sports in people's hearts is becoming more and more important, and consumption also shows diversification. The demand is also increasing, and the sports club has great development potential. If you want to achieve an advantage in the fierce market competition and achieve sustainable development, you must reform to maximize the consumer's needs for sports and promote the promotion The healthy development of sports. This article adopts the Literature and Materials Law, statistical method, and a professional sports club as the object to introduce the development status of my country's sports clubs. It will guide sustainable development theory to guide.

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INTRODUCTION**Research Background**

In the new era, building a strong sports nation means that China will soon enter a new development stage. Building a strong sports nation requires an open perspective, actively learning from the advanced experiences of developed countries, especially their outstanding achievements in the sports industry, which are worth our reference.

The main social structure has undergone changes in the current stage, and people's demands have evolved significantly during the reform and opening up process. Pursuing a high quality of life has become a common goal for the public. The "Outline for Building a Strong Sports Nation" proposes to meet the diverse sports needs of people from different levels. However, as the public's demands continue to rise, the government cannot provide corresponding services in a short period, resulting in a gap between supply and demand. In this context, there is an opportunity for the development of professional sports clubs, especially those that have been supported by the government and market for a long time.

For emerging professional sports clubs, this is undoubtedly a good development opportunity. If the government can meet people's basic needs, professional sports clubs can play their advantages, satisfying personalized and differentiated consumer demands. This promotes the development of the sports industry and provides convenience for people's diverse sports needs. However, it also exposes the shortcomings of professional sports clubs along with the rapid economic and social benefits. Such as financial pressure, Sport management, sports marketing, reserve talent training and venues and equipment. In order to ensure the

sustainable development of professional sports clubs in Sichuan Province, it is necessary to conduct in-depth research and explore strategies and paths for sustainable development.

Consequently, professional sports constitute a vast sports industry chain, involving sponsors, media, ticket sales, advertising, and other aspects. Sports activities, as the foundation of professional sports, provide athletes and resources for competitions, supporting the entire sports industry.

Since modern times, professional sports have emerged as a unique sector within sports development, leading global sports wealth and fashion. According to statistical data, the global sports market reached a scale of \$1.6 trillion in 2022. The global sports industry, primarily driven by professional sports, had an average growth rate of 7.40% from 2014 to 2019, indicating stable growth. It is projected that the global sports industry will grow at a rate of 6.40% from 2020 to 2025.

In the late 1980s, China began piloting the establishment of professional sports clubs. In 1987, the Chinese Football Association first proposed the idea of professionalization, marking the inception of professional sports in China. In 1988, Guangzhou Apollo Football Club was established as China's first professional football club. During this period, the concept of professional sports gradually gained acceptance and promotion, with sports clubs starting to explore market-oriented operations. In the early 1990s, Chinese professional sports entered a rapid development phase, with football and basketball being the first sports to achieve professionalization (Ti, 2020). In 1992, the Chinese Football Association officially launched the football professionalization reform, announcing the establishment of the Chinese Football Professional League. This reform marked the beginning of the professional era for Chinese football. In 1994, the Chinese Jia-A League (later the Chinese Super League) was formally established, becoming China's first professional football league. During this period, football clubs across the country were restructured into professional clubs, corporate capital began to flow into the football sector, and the market-oriented operation of clubs gradually unfolded. The successful experience of football professionalization provided a reference for other sports (Yin, 2023).

In 1995, the Chinese Basketball Association initiated the basketball professionalization reform, establishing the Chinese Basketball Association (CBA). The formation of the CBA marked the professionalization of Chinese basketball. Subsequently, basketball clubs also began market-oriented operations, attracting numerous fans and commercial sponsorships, thereby promoting the development of basketball in China (Liang & Cao, 2022).

Looking at the growth rates of sports industries across different continents (Figure 1), North America and Europe, having started earlier, are currently more developed with average growth rates of 8.00% and 7.80%, respectively, from 2014 to 2019, and future growth is expected to stabilize. In Asia, the average growth rate was 8.40% from 2014 to 2019, with significant development potential. The Asian sports industry is expected to accelerate, with a growth rate of 8.70% from 2020 to 2025 (Chen Hong, Zhao Siqu, Guo Shuhong, 2022).

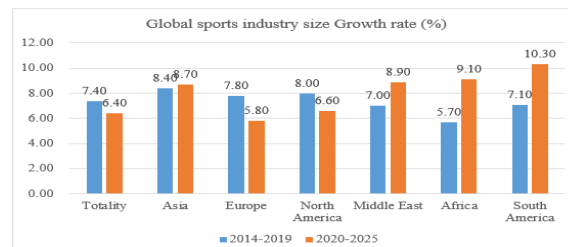


Figure 1.1 global sports industry size

Professional sports clubs, as the most effective and important form of operation and management in professional sports, are the product of professional sports development to a certain stage in the market economy. Professional sports clubs operate as independent economic entities, self-financing, self-developing, and self-regulating, with independent legal status. Therefore, they can better integrate with market economy development, resulting in significant economic and social benefits. Establishing professional sports clubs and conducting professional sports leagues have become important means for various countries to improve sports levels and develop the sports industry.

With the development of China's economic level, the regional pattern has been divided into two major geographical zones: coastal and inland. To develop the country into the three major regions of the East, Central, and West, under such a planning pattern, the economic development levels are showing a trend of gradual weakening from east to west. China's professional sports clubs are distributed across various cities, with each club having its own dedicated stadium, becoming a landmark of the city's sports culture. In 2011, the National Bureau of Statistics divided the country into four major economic regions: East, Northeast, Central, and West, based on social and economic development status. According to this standard, the distribution of the main number of professional sports clubs is as follows:

Table 1.1: Distribution Statistics of Professional Clubs in Eastern and Northeastern Regions of China (Unit: Number of Clubs)

Region	Beijing	Tianjin	Hebei	Shanghai	Jiangsu	Zhejiang	Fujian	Shandong	Guangdong	Hainan	Total	Jilin	Heilongjiang	Liaoning	Total (North east)
Football	5	3	6	7	8	3	0	5	7	1	45	6	1	7	14
Basketball	4	1	2	2	4	5	3	3	4	0	28	1	1	3	5
Volleyball	2	2	2	2	2	2	2	2	3	1	20	0	0	2	2
Badminton	1	1	1	1	1	1	1	3	2	2	15	0	0	1	1
Table Tennis	1	1	1	1	1	1	1	0	5	2	12	1	0	1	2
Total	13	8	12	13	16	11	8	17	20	7	120	8	2	14	24

Table 1.1: Distribution Statistics of Professional Clubs in Eastern and Northeastern Regions of China (Unit: Number of Clubs) (continued)

Region	Shanxi	Anhui	Jiangxi	Henan	Hubei	Hunan	Total
Football	0	0	1	2	2	1	6
Basketball	2	2	0	3	1	1	9
Volleyball	0	0	0	2	1	0	3
Badminton	0	1	1	0	1	1	4
Table Tennis	1	1	0	1	0	0	3
Total	3	4	2	7	6	3	25

Table 1.1: Distribution Statistics of Professional Clubs in Eastern and Northeastern Regions of China (Unit: Number of Clubs) (continued)

Region	Chong qing	Guizh ou	Yunn an	Tib et	Shaa nxi	Gan su	Qing hai	Ning xia	Xinjia ng	Guan gxi	Inner Mongolia	Tot al
Football	4	1	1	1	1	2	0	0	2	1	3	16
Basketball	2	1	1	0	1	2	0	0	2	1	0	10
Volleyball	2	0	0	0	0	0	0	0	0	0	1	3
Badminton	1	0	0	0	0	0	0	0	0	0	1	2
Table Tennis	2	0	0	0	0	0	0	0	0	1	0	3
Total	11	2	2	1	2	4	0	0	4	3	5	34

Table 1.2: Distribution Statistics of Professional Sports Clubs in Various Regions (Unit: Number of Clubs)

Region	Total	Average per City	Proportion
Eastern Region	120	12	59%
Northeastern Region	24	6	12%
Central Region	25	4	12%
Western Region	34	3	17%

From Tables 1.1 and 1.2, it can be seen that in the 2016-2017 season, the total number of professional sports clubs in China was 203, mainly distributed in the eastern region, with significant differences in the distribution across different regions. There are 120 professional sports clubs in the eastern region, accounting for 59% of the total; the northeastern region has 24 clubs, accounting for 12% of the total; the central region has 25 clubs, accounting for 12% of the total; and the western region has 34 clubs, accounting for 17% of the total. It is not difficult to find that the number of professional sports clubs in China shows a gradually decreasing trend from east to west; the eastern region has the largest proportion of clubs, with an average of 12 professional sports clubs per city; the proportions of clubs in the northeastern and central regions are relatively similar, but the number of clubs in these two regions is only half that of the eastern region; however, the number of clubs in the central and western regions is relatively small, with the average number of clubs in the western region being only one-third of that in the eastern region. Thus, it can be seen that the eastern region has become the central distribution area for clubs. The numbers in the northeastern and central regions are similar, and there are still provinces in the western region without any professional sports clubs (they may have had clubs in the past, but currently do not have any), such as Qinghai and Ningxia.

In the 2016-2017 season, China had 81 professional football clubs, with the eastern region having 45 clubs, accounting for 56%; the northeastern region had 14 clubs, accounting for 17%; the central region had 6 clubs, accounting for 7%; and the western region had 15 clubs, accounting for 19%. The western region had the largest number of professional football clubs, almost half of the total, with Shanghai, Guangdong, and Zhejiang each having 7 clubs, and Jiangsu having 8 clubs. These four provinces had the smallest number of professional football clubs, accounting for 36%. In the 2016-2017 season, China had 52 professional basketball clubs, with the eastern region having 28 clubs, accounting for 54%; the northeastern region had 5 clubs, accounting for 10%; the central region had 9 clubs, accounting for 17%; and the western region had

10 clubs, accounting for 19%. It can be found that 5 provinces in the eastern region had professional basketball clubs, the fewest among all regions; in the eastern, western, and central regions, some cities still did not have professional basketball clubs; however, all three provinces in the eastern region had one professional basketball club each, indicating that the distribution of professional basketball clubs in the northeastern region was relatively balanced. In the 2016-2017 season, China had 28 professional volleyball clubs, with the eastern region having 20 clubs, accounting for 71%; the central and western regions each had only 3 clubs, accounting for 11%; and the northeastern region had 2 clubs, accounting for 7%. It is not difficult to find that the eastern region had the most clubs, while the central and northeastern regions had no professional volleyball clubs in some provinces. In the 2016-2017 season, China had 20 professional table tennis clubs, with the central region having 12 clubs, accounting for 60%; the western and central regions each had 3 clubs, accounting for 15%; and the eastern region had 2 clubs, accounting for 10%. It can be found that the number of professional sports clubs in the eastern region was the smallest, but evenly distributed; in the northeastern, central, and central regions, some provinces and cities still did not have professional table tennis clubs; while in the western region, only two provinces, Sichuan and Inner Mongolia, had professional table tennis clubs. In fact, some cities did not have them either. In the 2016-2017 season, China had 22 professional badminton clubs, with 15 in the eastern region, accounting for 68%. The other three regions had relatively fewer professional badminton clubs, with an uneven distribution across the regions and significant differences between regions.

Table 1.3 Distribution of Professional Sports Clubs in Provincial Cities in China (Unit: Number of Clubs)

Category	Football	Basketball	Volleyball	Table Tennis	Badminton	Total	Proportion
Provincial Administrative Centers	51	33	13	11	14	122	60%
Regional Administrative Centers	20	17	11	8	8	64	32%
Other Cities	10	2	4	1	0	17	8%
Total	81	52	33	20	22	203	
Provincial Administrative Centers	24	23	13	11	3	74	36%
Proportion of Total	30%	44%	39%	55%	13%	36%	

Continued Table 1.3 Distribution of Top Professional Sports Clubs in Provincial Cities in China (Unit: Number of Clubs)

Category	Football	Basketball	Volleyball	Table Tennis	Badminton	Total
Total	81	52	33	20	22	203
Provincial Administrative Centers	24	23	13	11	3	74
Proportion of Total	30%	44%	39%	55%	13%	36%

Professional sports clubs are products of a certain stage of social and economic development, and their existence and development require adequate resources as economic support. Generally, provincial capitals have absolute advantages in transportation, economy, culture, resources, and other aspects. As shown in Table 1.3, among the 122 professional sports clubs in China, 60% are distributed in provincial capitals, 32% in regional administrative centers, and only 8% in other cities. This indicates that 60% of professional sports clubs choose to develop in provincial administrative centers.

Among the five major sports, 63% of football clubs are in provincial administrative centers, 25% in regional administrative centers, and 12% in other cities. For basketball, 63% of clubs are in provincial administrative centers, 32% in regional administrative centers, and 6% in other cities. Volleyball clubs are distributed 46% in provincial administrative centers, 46% in regional administrative centers, and 14% in other cities. Table tennis clubs are 55% in provincial administrative centers, 40% in regional administrative centers, and 5% in other cities. Badminton clubs are 64% in provincial administrative centers, 39% in regional administrative centers, and 14% in other cities. In summary, whether it is football, basketball, volleyball, table tennis, or badminton, most professional sports clubs are mainly distributed in provincial capitals, followed by regional administrative centers, and lastly other cities. The main reason is that resource-rich cities provide strong support and motivation for the survival and development of clubs.

Professional sports clubs also need to address challenges related to social responsibility. Modern society demands higher standards for the social image management of clubs and players, where negative events can quickly spread and affect brand value. Additionally, there is a growing demand for diversity and inclusion, and clubs need to reflect these values in their management and operations to meet public expectations (Liao, 2019).

Research on sports clubs

The club was first born in England in the 17th century, which was a way for the British royal family to socialize, and later gradually evolved into the present fitness club. Chen (2020), study the British public sports service system, points out that the 1980s every 25000 people will need to build a center stadium standard, the original mode of operation for the government, the local government is responsible for maintenance, and then by the sports club private purchase or lease. With the development of society, the government began to change the governance model, and the investment in public facilities decreased, and gave it to the third party trusteeship, marking the products and services into the process of marketization. Meng (2017) and others in the sports industry development status and comparative study of the comparison, through the data said the number of the club far more than our country, including the United States for the stadium utilization can reach 6, mainly event operations and activities to fill the blank of the venues not used, improve the site utilization, increase the income of the club. In terms of funding sources, Xu (2020) pointed out in the book of American Community Sports and Fitness Club — Take YMCA as an example that the social financing capacity of the United States is far greater than the government allocation, and it obtains operating income through membership dues and corporate sponsorship. Such income accounts for more than 70% of the funds. The second is the income of the sports lottery, and the profit part of the lottery is mainly applied to the construction of venues and facilities. And by recruiting volunteers to mobilize the enthusiasm of the mass movement (Report, 2019).

Organization system, site equipment, teachers and competition system are the indispensable factors in the promotion and popularization process of a sports project. At the same time, the knowledge popularization and cultural dissemination of a sport are also a necessary condition to enhance and maintain the public participation in sports. In order to promote ice and snow sports, Canada has established a smooth and close organization development system. With the support of Canada's national policies, the community independently carries out club activities and develops the operation mode of community sports organizations. Fully develop volunteer resources, reduce operating costs to attract more people to participate in the movement. On the other hand, it also provides non-profit and increase penetration rate; supplemented by market supply, using government-funded clubs to cultivate non-profit sports talents (Xing, et, al, 2019).

According to Martin (2019) on the study of German sports development, with the mass sports as the basis of competitive sports development, the use of competitive sports appeal to promote the orderly coordinated development of mass sports club, at the same time, youth sports club also occupies the dominant position, the sports comprehensive development concept to German sports in a leading position, the development of ice and snow sports cannot leave the cultivation of teenagers.

Zhang (2021) analyzes the commercial club competitive advantage, in the business model innovation, organization agility on the influence of fitness club competitive advantage research on the basis of the current universal membership, the club how through the core products, peripheral products and club culture this kind of intangible assets into physical quality promotion effect. In a questionnaire survey of Beijing Youth Basketball Club, Gong (2021) found that a club with good operating income mainly depended on students' tuition fees, while the rest of the income from sponsorship, sports trafficking and venue rental accounted for only a small part, indicating that the club's income was single and lack of resources to expand.

Research on Professional sports clubs

International Perspective: Walker (2007) believes that since the establishment of Major League Baseball (MLB) in 1871 as the first professional sports league globally, professional sports have become a significant development direction in global sports, rising sharply and representing the new frontier of world sports. Milano (2011) points out that since the 19th century, with the booming of professional sports, the "Olympics" as the main arena for competitive sports has faced severe challenges. European and American countries regard the development of professional sports as an important symbol of a strong sports nation, providing strong support for professional sports policies in various aspects, including financing, taxation, and government subsidies.

Robin (2015) studied the driving effect of the professional sports industry on other industries, pointing out that the development of the professional sports industry will promote the development of many related industries and is an indispensable important foundation for future global economic growth. Andrew (2017) compared the development levels of professional sports in different countries, emphasizing that sports culture is an important factor for the development of professional sports and an essential indicator for measuring the development process of professional sports.

Domestic Perspective: Zhang (2001) pointed out that with the continuous globalization and informatization, the outstanding representative of professional sports is the NBA, which was promoted by David Stern to CCTV in 1989. The core resources of professional sports—professional sports events—began to officially enter China and open the Chinese market, competing with European football leagues and American football leagues for the Chinese market in a globally competitive environment. Fu Shizhong (1992) proposed that the State Sports Commission held two significant conferences aiming to realize the comprehensive reform of the national sports community: the "Red Hill Conference" decided to take football professionalization as the direction of development, and the "Zhongnanhai Conference" proposed to carry out broad reforms in sports, shifting the previous sports system towards comprehensive changes. It can be said that since 1992, China has officially started the road of sports professionalization through competitive sports. Hu Lijun (2010) studied the development of professional sports in China from the perspectives of sociology, economics, and management, exploring the attributes, concepts, stages, and characteristics of professional sports and analyzing the key factors influencing the development of professional sports in China, putting forward countermeasures and suggestions. Qiu Xiao (2018) emphasized the driving role of the market in the development of professional sports, pointing out that the market can innovate and promote the vitality of the traditional sports system through capital and resource utilization, and thus push the comprehensive marketization of the national sports industry, solving the development and production capacity issues of the sports industry.

Zou & Liu (2023), points out that our country professional football club in the production of product and service quality, market resources development and marketing link structural contradictions, value creation activities lack of new value, value chain fracture, lead to professional football club into fans market consumption enthusiasm, imbalance and operating losses. He & Gai (2019) through monopoly and competition the basic problem of industry economics, think monopoly is the starting point of the important, Chinese basketball professionalism reform is in a property building and the transition period, especially need to pay attention to players transfer, business development, salary management mechanism innovation, promote the "personnel, products, city" three benign interaction of basketball culture, to activate the vitality of professional basketball. Liu (2018), points out that in order to further implement the "much starker choices-and graver consequences-in" period revitalization of the "three ball" development plan of action, under the background of individual sports association materialization process, study the CBA system reform, think the current CBA league management system of players, foreign aid, referees, clubs and fans management system need to be further strengthened, especially the targeted management system. Liu (2019) found 7 factors that restrict the establishment of CBA vocational alliance in China, namely: management system, professionalism level, legal system, talent, property rights, culture, concept, etc., and constructed the factor model restricting the development of CBA vocational alliance and put forward the countermeasures. Liang (2023) The local government should assume the responsibility of leading the development of professional football clubs in the region, guide professional football clubs to connect with the emerging industrial chain in the region, innovate to supply institutional public goods, and effectively allocate quasi-operational resources; promote the modernization of football governance system and governance capacity through continuous optimization of government responsibility system.

Jiang (2019) analyzed the overall changes of the league clubs, analyzed the competitive pattern of the basketball league in recent years according to the changes of the CBA teams, and found that the performance and ranking of the league are more unpredictable; in general, the CBA league is developing towards a more balanced trend. Liu & Li (2019) analyzed the specific problems on the road of CBA professionalism, and believed that the structure of professional basketball clubs at all levels in China was unreasonable in internal governance, which led to the large gap between the competitive level and the low suspense of the clubs, which was not enough to cause active reaction in the market terminal. It is proposed to establish a big data network platform for CBA men's basketball clubs through "Internet +" to promote the development of the transfer market for professional basketball players.

LITERATURE REVIEW

THEORETICAL REVIEW

Sustainable Development theory

The sustainable development of professional sports clubs has garnered significant attention in recent years due to the growing recognition of their economic, social, and environmental impacts. This section reviews the current state of research on this topic, highlighting key findings, theoretical frameworks, and gaps in the literature.

Theoretical frameworks

Triple Bottom Line (TBL):

The TBL framework, proposed by Elkington (1994), emphasizes the integration of three dimensions—economic, environmental, and social—into organizational strategies and decision-making processes. It

advocates for sustainable practices that balance financial profitability with social equity and environmental responsibility (Elkington, 1997).

Natural Resource-Based View (NRBV):

Originating from the resource-based view (RBV), the NRBV focuses on how organizations can sustain competitive advantage through the effective management and utilization of natural resources. It underscores the importance of resource conservation, efficiency, and environmental stewardship in achieving sustainable development goals (Hart, 1995; Barney, 1991).

Stakeholder Theory:

Stakeholder theory posits that organizations should consider the interests and expectations of all stakeholders, including employees, communities, customers, and investors, in their decision-making processes. Freeman (1984) argues that addressing stakeholder concerns is essential for long-term organizational sustainability and legitimacy.

Institutional Theory:

Institutional theory examines how organizations conform to institutional pressures, norms, and regulations in shaping their behaviors and strategies. It emphasizes the role of institutional environments in influencing organizational practices towards sustainable development (DiMaggio & Powell, 1983; Scott, 1995).

Corporate Social Responsibility (CSR):

CSR theory asserts that organizations have responsibilities beyond profit-making to address social and environmental issues. It emphasizes ethical behavior, transparency, and accountability in corporate actions, advocating for the integration of social and environmental concerns into business operations (Carroll, 1979; Dahlsrud, 2008).

Systems Theory:

Systems theory views organizations as complex systems composed of interrelated and interdependent parts that interact with their external environment. It underscores the interconnectedness between economic, social, and environmental dimensions, advocating for holistic approaches to sustainable development (Bertalanffy, 1968; Meadows et al., 1972).

Resource Dependency Theory:

Resource dependency theory examines how organizations manage dependencies on external resources and stakeholders to achieve sustainability. It emphasizes the strategic management of resource dependencies to minimize risks and enhance organizational resilience in changing environments (Pfeffer & Salancik, 1978).

Proposal and development of sustainable development theory

In 1987, with the advent of the report on Our Common Future, the concept of sustainable development spread around the world. Furthermore, the concept of sustainable forest production in the 18th century, the idea of resource protection in the 20th century and the land ethics laid the theoretical foundation of the

concept of sustainable development, and the rapid process caused the rapid deterioration of the ecological environment, trigger the rethink of the relationship between development and the environment, and directly promote the emergence of the concept of sustainable development (Fan, 2022). In 1980, the world nature alliance (IUCN), wildlife fund association (WWF) and the United Nations environment program (UNEP) in its jointly published the world of nature protection file clearly put forward the concept of sustainable development. This theory points out the direction for the subsequent research of sustainable development, explores the problems existing in the society from the perspective of sustainable development, and promotes the development of social economy and ecological environment with advanced development mode. Open up the interdisciplinary sustainable development concept, with different angles, different ideas to explore different development concept(Liu,2023).

Sustainable Development Theory is grounded on three fundamental principles: equity, sustainability, and commonality. Emphasizes equality in opportunity selection, encompassing both intra-generational equity (fairness among people of the same generation) and inter-generational equity (fairness between present and future generations)(Liu,2023).

Calls for the perpetual utilization of resources and the sustainable development of ecological environments, ensuring that human economic activities and social development occur within the ecological limits. Asserts that achieving sustainable development is a global goal requiring collective action by all people worldwide(Fan, 2022).

Sustainable Development encompasses economic, ecological, and social dimensions:

Economic Sustainability: Economic growth serves as a prerequisite and safeguard for sustainable development, necessitating improvements in economic efficiency and resource utilization(Liu,2023). However, environmental protection should not be used as a pretext to dismiss economic growth.

Constitutes the foundation of sustainable development, emphasizing the necessity for development within the carrying capacity of ecological environments, which serve as the life support system for human existence and development(Liu,2023). Represents the ultimate goal of sustainable development, advocating for social equity and seeking overall optimal development from the perspective of society's overall structure and function.

As understanding of sustainable development deepens, the theory continues to evolve and mature. Revision of Traditional Development Concepts: Traditional notions often equate development with economic growth, neglecting environmental and social factors(Liu,2023). In contrast, the Sustainable Development Theory emphasizes the comprehensive and sustainable nature of development, integrating environmental, social, and economic factors into a unified framework.

Traditional economic indicators like GDP have limitations in assessing development levels, ignoring environmental degradation and resource depletion. Thus, new metrics such as the Human Development Index (HDI) are needed to provide a more holistic view(Fan, 2022).

Governments and international organizations have formulated and implemented sustainable development strategies and policies, fostering coordinated economic, social, and environmental development(Liu,2023). Additionally, various sustainable development practices have been widely implemented globally, enriching the theory's empirical foundation.

The introduction and evolution of the Sustainable Development Theory represent a profound transformation in humanity's understanding of development issues(Fan, 2022). It underscores the

sustainability, comprehensiveness, and equity of development, offering critical theoretical guidance and practical pathways for addressing long-term and global challenges. As global attention to sustainable development grows, this theory will continue to play a pivotal role in propelling human society towards a brighter future (Fan, 2022).

Main ideas of sustainable development theory

Pang (2021) proved that through investigation and research that the factors affecting the sustainable development of excellent shuttlecock teams in universities include the enrollment method, the attention, the professional quality of coaches, the investment of school sports teams, the competition, the medical security and the site equipment. Zhang (2023) pointed out that the sustainable development of professional sports clubs is the basis for the high-quality development of professional sports, which is the implication that the reform and development of professional sports in China cannot bypass the sustainable development of clubs. Based on practical problems, promote the sustainable development of the professional sports club, the current also clarify the relationship between reform and development — clear reform for development, standardization construction is the purpose of developing the basic logic, transformation concept, to the market main body force is effective play, professional sports club effective development as a standard overall planning of professional sports reform in our country. Zhang & Yang (2022) put forward based on the theory of sustainable development of high quality tourism development connotation, analysis framework and governance way, think tourism high quality development is a strong sustainable development, is a higher level of sustainable development, the evaluation of tourism quality development must be around the "comprehensive development of people" core concept, with economic, social culture and environmental coordinated development as the bottom line, local, regional, national and global four spatial scale of two-dimensional analysis, tourism high quality development to people-centered multi-scale comprehensive management. Gu (2021) believes that the strategies to promote the sustainable development of professional table tennis clubs are: continuously improving the management mode of professional table tennis clubs, expanding the commercial publicity market of the club, emphasizing the construction of club culture, and establishing the training mechanism of club athletes.

To sum up, the principle of "three-dimensional unity" (quantity, quality and time) in the sustainable development theory requires professional basketball clubs to expand their quantity within a certain time range under the premise of ensuring the quality, so as to achieve a state of sufficient quantity, high quality and permanent and sustainable development. "Theory of three pillars" principle (environment, social, economic) in Sichuan province professional basketball club take the initiative to solve the existing problems, for the purpose of return society, pull the economy as the power, the development of professional sports club spirit as the sustainable development path, can maximize the realization of the club economy, environment, social, cultural level of multiple unity, form a benign interactive cycle. The main characteristic principles and requirements of sustainable development theory are in line with the characteristic principles and requirements of professional sports clubs, and can provide theoretical guidance for the sustainable development of professional sports clubs.

Sustainable development theory in the study of "sustainable development of professional sports clubs" can help us to deeply understand the economic, social and environmental impacts of clubs, so as to formulate appropriate strategies and measures to ensure the long-term sustainable development of clubs without harming the interests of future generations.

CONCLUSION

The conceptual framework of the current research is based on the theory of sustainable development. The theory of sustainable development was first proposed by the Brundtland report "Our Common Future" in 1987. The report was released by the United Nations World Environment and Development Commission. Damage the ability of future generations to meet their needs "(brundtland (1987). The proposal of this theory marks the beginning of the concept of global environmental protection and economic development.

Since then, many scholars and international organizations have expanded the theory of sustainable development. The "Rio Declaration" and the "Agenda 21", which were adopted by the UN Environment and Development Conference held in Rio de Janeiro in 1992, further expanded the connotation of sustainable development, emphasizing the coordinated development of economic growth, social fairness and environmental protection (United Nations, 1992). In recent years, the United Nations has adopted the "2030 Agenda 2030", which further clarified 17 sustainable development goals (SDGs), covering a wide issue from eliminating poverty to climate change (United National (2015).

Through the study of the sustainable development of professional sports clubs, it further enriched the application level of sustainable development theory and provided practical guidance for how to achieve sustainable development in the sports field.

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