

# **Research on the High-Quality Development Strategy of Digital Economy Enabling Sports Industry**

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**Abstract:** Modern science and technology, especially the Internet, big data and artificial intelligence, is continually infiltrating various sectors of the economy and society, serving as a pivotal driving force behind economic and social transformation and fostering high-quality development in China. Digital sports, intelligent sports and smart sports play a key role in promoting the high-quality development of the sports industry and realizing the goal of building a strong sports country. However, under the background of digital economy, Chinas sports industry is still in the primary stage of development, which is manifested in the problems such as unbalanced regional structure, shortage of digital talents and imperfect guarantee system. This paper conducts in-depth research from four aspects: strengthening regional coordinated development, consolidating the foundation of talent training, improving the development guarantee system of sports industry, and using artificial intelligence technology to empower the innovation mode, and puts forward corresponding opinions and suggestions.

**Keywords:** Digital economy; Sports industry; AI technology; Figh-quality development; Innovation

## **1. Introduction**

The essence of high-quality development of sports industry lies in promoting the transformation of industrial development mode from resource and factor driven to technological innovation driven.<sup>[1]</sup>With the development of economy and society and the change of national concept, the development of Chinas sports industry has received more and more attention. Since

2013, China has issued a multitude of policy documents aimed at fostering the growth of the sports industry. The 14th Five-Year Plan for Sports Development explicitly outlines the objective of achieving modernization in China's sports governance system and capacity by the year 2035 , and build a modern sports power. The "difference" sports development planning "the national fitness program (2021-2025)" and other policy documents put forward the "implementation of sports industry digital development strategy" "promote data can assign the whole chain synergy transformation" and other important discourse, for the new stage of development of sports industry transformation and upgrading, and the transfer efficiency provides a clear development direction and solid guarantee. Digital economy affects the development of economy and society with an unstoppable trend. It radiates and integrates into various fields through digital technology and other means, thus radiating and driving the development of various industries. In the context of digital economy, the sports industry structure has been continuously optimized, production has gradually transformed to digital, digital sports has risen, and all links have been continuously optimized. Therefore, this study focuses on how to achieve promoting high-quality development of the sports industry through the empowerment of the digital economy.

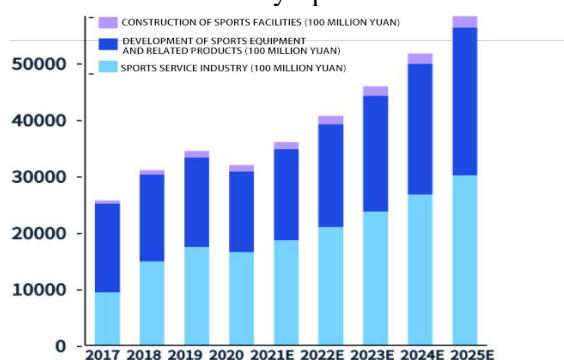
## **2. Analysis of Sports Industry Development under the Background of Digital Economy**

Under the background of healthy China strategy, Chinas sports industry has attracted extensive attention from all walks of life. As the most dynamic and potential economic form in the current market, digital

economy is of great practical significance to promoting the high-quality development of China's sports industry. In the process of deepening the application of digital technology, the sports industry has been continuously optimized, the raw products have been transformed to digital, digital sports have become an important driving force, and all links have been continuously optimized.

## 2.1 The Structure of the Sports Industry was Continuously Optimized

According to the characteristics of the activities, the sports industry is divided into three categories: sports service industry, sports goods and corresponding products manufacturing industry, and the construction industry of sports venue facilities, as shown in Figure 1. It is expected that by 2025, the total size of the industry will reach 5 trillion yuan by 2025, and its outlook is very optimistic.



**Figure 1. Scale forecast of national sports industry (calculated by output value)**

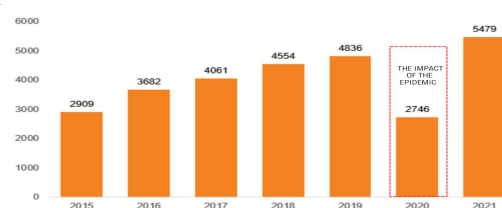
In recent years, the total scale of the sports industry has continued to grow, with a wide coverage and a rich industrial chain. New projects and new forms of business have been emerging in the subdivided industries. For example, "sports + cultural tourism", "sports + cultural innovation" and "sports + business" integration models are becoming a new development trend. At the same time, niche sports such as rock climbing, tennis, BMX also continue to "break the circle", driving the expansion and quality of sports consumption.

## 2.2 Sports Industry Production Turns to Digital

In the national fitness initiative, the sports

industry is exhibiting a favorable growth trajectory. The swift advancement of emerging technologies, including 5G, the Internet of Things, big data, cloud computing, artificial intelligence, and virtual reality, has led to the embedding and deep integration of digitalization within the sports industry. Sports industry production digital emphasizes promoting sports manufacturing and information integration, Internet, big data, artificial intelligence and sports services, the whole scene, the whole process fusion, through crossover with frontier digital technology, to create new technology, new products, new forms and new mode, cultivating new sports industry, new kinetic energy.

"Internet + Sports" creates a new form of sports, and the trend of online sports and fitness is obvious. In addition to the traditional realization channels, the Internet and big data have spawned a variety of new forms of sports consumption, and the trend of online sports and fitness has increased. The pandemic has significantly influenced the operations of traditional gyms, resulting in rapid changes in users' fitness habits. Leveraging internet-based sports and fitness platforms, there has been a growing proportion of users engaging in outdoor and home-based fitness activities. Furthermore, the distribution channels for fitness courses have swiftly shifted online. As illustrated in Figure 2, in April 2021, the monthly active user base of internet sports and fitness platforms amounted to 54.79 million.



**Figure 2. Monthly active user scale of sports and fitness APP (Ten thousand)**

## 2.3 Digital Sports has Become an Important Driving Force

As an emerging force of the sports industry, digital sports is changing the pattern of the sports industry at an unprecedented speed. Digital sports not only brings more scientific and efficient training methods and means for athletes and coaches, but also

brings more diversified sports experience and game-watching experience for the majority of sports fans. For example, AI technology has brought revolutionary changes to many links of the sports industry. AI technology can provide high-definition cloud live broadcast and VR / AR panoramic live broadcast services for sports events, enabling viewers to watch the games immersive. Ali Cloud AI-driven computing uses these technologies in multiple events, bringing an immersive game-watching experience to the audience. Digital sports have facilitated the transformation and upgrading of the sports industry, providing fresh momentum for its innovative development.

#### **2.4 Policy Support and Industrial Environment Optimization**

The government has played an important role in promoting the digital development of the sports industry. Through the introduction of relevant policies, increasing capital investment and talent investment measures, the government has provided a strong guarantee for the digital development of the sports industry. At the same time, with the increasing improvement of the construction of sports facilities and the continuous emergence of sports consumption support policies, the development environment of the sports industry is also constantly optimized.

With the annual growth of Chinas regular training population, in recent years, the national policy level has increased the support for the construction of stadiums and other supporting fitness facilities. As shown in Table1, in 2021, the Implementation Plan of the Project of Strengthening the Weak links during the 14th Five-Year Plan period will be launched, and by 2025, a network with rich supply, reasonable layout and complete functions will be formed. In recent years, Chinas relevant promotion policies mainly include three aspects: development goals, main tasks and safeguard measures. On the one hand, they promote the faster development of the stadium industry, and on the other hand, they regulate the stable development of the stadium industry.

**Table 1. Relevant policies to promote the development of China's stadium industry**

| Time            | Policy  |
|-----------------|---|
| March, 2010     | Guiding Opinions on Accelerating the Development of the Sports Industry   |
| October, 2014   | Several Opinions on Accelerating the Development of the Sports Industry and Promoting Sports Consumption;                               |
| June, 2016      | Notice on the Issuance of the National Fitness Program (2016-2020)  |
| October, 2016   | "Guiding Opinions on Accelerating the Development of the Fitness and Leisure Industry"  |
| October, 2016   | The Outline of the "Healthy China 2030 Plan   |
| September, 2019 | Opinions on Promoting National Fitness and Sports Consumption and Promoting the High-quality Development of the Sports Industry         |
| January, 2020   | Notice on vigorously Promoting Scientific Fitness Methods at Home   |
| April, 2021     | Implementation Plan of the Project of Strengthening the Weak links of National Fitness Facilities during the 14th Five-Year Plan Period |

#### **3. The Dilemma of the High-quality Development of the Sports Industry**

Although the sports industry has developed significantly in the context of the digital economy, it still faces some challenges. For example, the unbalanced regional structure of the sports industry, the shortage of digital talents, the legal construction of the sports industry is not perfect, and the security of data can not be guaranteed, which restrict the further development of the sports industry. However, these challenges have also brought new opportunities for the sports industry. By strengthening policy guidance, promoting technological innovation and personnel training, the vitality and potential of the sports industry can be further stimulated.

### **3.1 Imbalance of the Regional Structure of the Sports Industry**

Consumption plays a basic role in economic development. There is a big difference in sports consumption between urban and rural areas in China, especially the demand for watching sports competitions and enjoying high-end education services needs to be further improved.<sup>[2]</sup>

There are obvious differences in the development of China's sports industry among regions. Economically developed regions usually have more capital and technical resources, which can realize the integration of digital economy and sports industry more quickly and promote the digitalization of the sports industry.<sup>[3]</sup> Economically underdeveloped areas may face the problem of lack of capital and technology, which is not conducive to the digital development of sports industry. Among them, the total scale of the sports industry in the Yangtze River Delta region accounts for a high proportion of the whole country, and the growth rate far exceeds the national average level. This unbalanced development between regions limits the full empowerment of the digital economy in the sports industry.

The cultural and sports traditions in different regions will also affect the penetration and influence of the digital economy on the sports industry. Some regions attach more importance to the sports industry and more actively to the application of digital technology, and the role of digital economy on improving the sports industry is also more obvious.

According to the national sports industry total scale and added value data in 2021, the state general administration of sports of China regional 2013-2018 culture, sports and entertainment industry and in 2019-2020 culture, sports and entertainment business income average, it can be seen that the eastern coastal sports entertainment industry development of the highest level, the central region, the northeast region and the western region sports entertainment industry development of the lowest level. In general, the development level of sports and entertainment industry in various regions of China shows a trend of "high in the east and

low in the west". First, it is due to the continuous upsurge of national fitness boom and the health awareness of the rapid development of the sports industry, especially in the eastern region, the scale of sports training industry continues to expand.

### **3.2 Shortage of Digital Talents**

As digital technology advances rapidly, the digital transformation of the sports industry has emerged as an unavoidable trend. The availability of talent serves as the foundational requirement for this transformation in the sports industry. However, there exists a notable disparity between supply and demand within the sports market, as well as mismatches in supply and demand.<sup>[4]</sup> At present, there is no professional talent training institution in China. The ability level of talents, the depth of professional knowledge and the breadth of multiple disciplines have not reached the demand of digital sports talents, and there is a relative shortage of compound and innovative talents.<sup>[5]</sup>

### **3.3 Imperfect Policies and Regulations**

Although China has introduced a series of policies and measures to support the development of digital economy in recent years, it still lacks targeted policy support in the sports industry. This leads to the sports industry facing policy uncertainty in the process of digital transformation. The different policy support and investment in the development of digital economy and sports industry lead to differences in development levels among regions. The greater the government support and the more powerful the policies and measures, the more significant the role of the digital economy in promoting the sports industry. In the process of promoting the development of digital economy, there are still some problems that the security of data cannot be guaranteed. Some regions have successively explored local laws and regulations, but lack of unity and universality. This limits the healthy development of the digital economy in the sports industry.

## **4. Digital Economy Enables the Development of Sports Industry Structural**



## Ideas

### 4.1 Clarify the Integration Goal of Digital Economy and Sports Industry

It is necessary to clarify the goal of the integration of the digital economy and the sports industry, that is, to realize the digital transformation and high-quality development of the sports industry. With the help of the power of digital economy, the use of big data, cloud computing, artificial intelligence and other advanced technologies, the design, production, sales and other links of sports products for intelligent transformation, so as to realize the automation, precision and efficiency of the production process. By integrating digital technology with the sports industry, we can ignite its innovative vitality. This integration will foster the continuous emergence of new technologies, business formats, and models, ultimately enhancing the added value and competitiveness of the sports industry.

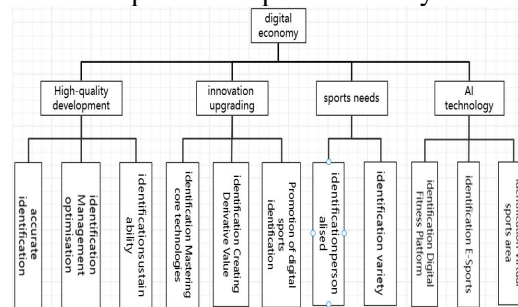
### 4.2 Building a Digital Sports Consumption Pattern

Scientific construction of the digital sports consumption pattern is an important starting point for the transformation and upgrading of the sports industry. Through the integration of online and offline resources, to create a seamless industrial chain, and to realize efficient operation with the help of digital technology. Combine the traditional sports consumption mode with the emerging digital technology to realize the intelligent and precise management of sports products and services in production, circulation, consumption and other links, realize the digital management of sports products from design, production, sales and service, and enhance the overall competitiveness of the industrial chain.

### 4.3 The Future Goals of Enabling the Sports Industry

As shown in Figure3, the goal of digital economy enabling the sports industry is analyzed from four dimensions: promoting the high-quality development of the sports industry, promoting the innovation and upgrading of the sports industry, meeting the diversified sports needs of the people,

and expanding the application scenarios and service scope of the sports industry.



**Figure3 Future target structure chart of digital economy enabling sports industry**

#### 4.3.1 Promote the high-quality development of the sports industry

Digital economy through sports industry into advanced technology and innovation concept, using big data, cloud computing, artificial intelligence and other advanced digital technology, at both ends of the supply and demand of sports enterprises and sports consumers to timely, depth, lasting interaction, thus to accurately identify sports consumption demand and demand change, reduce sports enterprise inefficient and invalid supply, form demand traction supply, supply demand for a higher level of dynamic balance, to improve the sports industry overall efficiency lay a solid foundation, promote the development of the sports industry to achieve high level, high quality. This includes using digital technology to optimize the operation management of the sports industry, improve the quality of services, and achieve sustainable development through data-driven development to create a favorable environment for the development of the digital economy.

#### 4.3.2 Promoting the innovation and upgrading of the sports industry

Break through and master the core technology of the sports industry by means of technological innovation and upgrading, grasp the initiative of development, and realize the transformation and upgrading of the sports industry. The integration of technology can create higher derivative value, broaden the appreciation space of the traditional sports industry, create excess profits for enterprises, and further stimulate the market vitality, and produce a larger range of economy and scale economy. The

deep integration of the digital economy and the sports industry will give birth to a series of new business forms, new models and new scenarios. For example, digital sports, as a product of the deep integration of the sports industry and digital technology, is gradually becoming an important force to promote the upgrading of the sports industry, improve the experience of sports consumption, and promote the dissemination of sports culture. In the future, as advanced technologies such as 5G, artificial intelligence, big data, and cloud computing continue to evolve, digital sports will present great potential and value in national fitness, competitive sports, sports events and other fields, injecting new impetus into the transformation and upgrading of the sports industry.

#### 4.3.3 Meet the diverse sports needs of the people

With the increase of income level and the upgrading of consumer demand, the people have put forward higher requirements for the supply of sports products. From the perspective of meeting the diversified and personalized needs of consumers, users can adjust the intensity and mode of exercise according to their own conditions, realize the accurate docking of sports products and personal needs, greatly improve users sports experience and participation enthusiasm, and then promote their consumption in sports-related aspects.<sup>[6]</sup>

By providing personalized and diversified sports services, The digital economy will cater to people's needs in various aspects, including fitness and leisure, competition and performance, venue services, sports brokerage, sports training, and more. For example, using digital technology to build smart venue facilities, improve the intelligent level of scientific fitness; develop digital fitness services and digital mass sports activities to provide more diversified sports consumption choices. Centering on the site construction, actively linkage sports competition performance, sports peripheral retail, theme park and other elements, comprehensively embrace the digital and intelligent transformation, create a comprehensive service body, and build a sports ecology, which has become an inevitable trend in the development of

the industry.

#### 4.3.4 AI technology to expand the application scenarios and service scope of the sports industry

The digital economy provides a new space for the development of the sports industry. Digital technology can extend the tentacles of sports events and fitness activities to online and offline activities, and realize the ubiquitous and all-weather supply of products and services.<sup>[7]</sup> The application of AI technology in the sports industry is gradually deepening, and its expanded application scenarios and service scope are not limited to the traditional sports competition and fitness in the sense, but also developing towards a more diversified and intelligent direction.

The AI technology has provided a strong support for the development of the digital fitness platform. Through intelligent devices, users can accept professional fitness guidance anytime and anywhere, the coach can through intelligent equipment remote monitoring the users movement status, provide real-time guidance and advice, and according to the users physical condition, exercise ability and fitness target, for its tailored fitness plan, and provide real-time feedback in the process of exercise and adjustment Suggestions, achieve personalized fitness goals., AI technology can also conduct in-depth analysis of users sports data, and help coaches to better understand users exercise habits and potential problems, so as to provide more accurate training programs. This remote service not only breaks the geographical restrictions, but also allows more people to enjoy professional fitness guidance.

In the field of e-sports, AI technology can serve as an intelligent referee for in-depth analysis of competition data to provide tactical guidance and optimization suggestions for players; and can support the construction and operation of virtual sports scene to provide users with immersive sports experience.

### 5. Digital Economy Enables the Development of the Sports Industry Strategy

Digital economy, with its strong data

processing ability, efficient resource allocation mechanism and extensive network coverage, has brought unprecedented development opportunities to the sports industry. From smart wearable devices to online fitness courses, from digital events to virtual sports competitions, digital economy not only broadens the boundaries of the sports industry, but also plays an important role in improving user experience, optimizing industrial structure and stimulating market vitality. However, in the face of the broad prospects of the digital economy enabling the sports industry, we should also be soberly aware of the challenges and problems. How to ensure data security and privacy protection, how to solve the imbalance of regional structure of sports industry, the shortage of digital talents, imperfect policies and regulations and other problems, are all we need to think seriously.

## **5.1 Strengthening Coordinated Regional Development**

### **5.1.1 Increase support for the central and western China and rural sports industries**

If the sports industry wants to achieve high-quality development, it must give full play to the supporting ability of policies.<sup>[8]</sup>

Governments and enterprises in the central and western regions should think about the development model with unique local characteristics, drive industrial transformation and upgrading, improve the per capita consumption level, and promote economic growth, so as to give the sports industry a bigger and more living space.<sup>[9]</sup> The government should strengthen the policy guidance, boost the resource tilt, formulate and implement the targeted policies, and guide the flow of the sports industry resources to the central and western regions and the rural areas. Sports-related enterprises are encouraged to set up branches or conduct projects in these areas through tax incentives, land supply and financial subsidies. For example, a dedicated development fund for the sports industry has been set up to aid in the construction of sports facilities, the organization of sports events, and to propel innovative development of the sports industry in central and western regions, as

well as rural areas. Through relevant measures, the sports industry enterprises and institutions in different regions are encouraged to conduct in-depth cooperation, so as to realize resource sharing and complementary advantages, and jointly promote the coordinated development of the sports industry.

### **5.1.2 Establish platform awareness and promote resource sharing**

Establish a sports industry resource-sharing platform. Based on the sports industry, we will build a digital platform, continuously improve the application of big data and cloud computing in sports, and strengthen its data collection, storage, analysis and other functions.<sup>[10]</sup> To build an online platform integrating sports resources display, exchange and cooperation to promote sports resources exchange and cooperation among various regions. Through the platform, it can easily query and obtain information about sports facilities, events and talents, so as to reduce information asymmetry and improve the efficiency of resource utilization. Make the platform become the bridge between the supply and demand market of the sports industry, and effectively link the supply market dominated by sports enterprises and the demand market dominated by sports consumers. Through the platform, enterprises can more accurately locate the market demand, and consumers can also more easily obtain the sports products and services they need.

## **5.2 Consolidate the Foundation of Talent Training**

In the context of the digital economy enabling the sports industry, talent training is the key to supporting the sustainable development of the whole industry.

### **5.2.1 Promote the interdisciplinary integration of disciplines and majors**

The boundaries between traditional disciplines often limit the intersection and integration of knowledge. In order to cultivate sports industry talents to meet the needs of the digital economy era, it is necessary to break these barriers and realize the resource integration and coordination of physical education and other related disciplines such as applied economics,

statistics, business administration, electronic science and technology, information and communication engineering, and computer science and technology. Strengthen the interdisciplinary teaching of "Physical education X ARTIFICIAL intelligence", improve the curriculum system of related majors, open courses related to artificial intelligence on the basis of physical education, and cultivate compound talents of physical education and artificial intelligence. Through interdisciplinary research, actively explore sports engineering, digital sports and other emerging majors or directions.

5.2.2 Comprehensively deepen the cooperation between universities and enterprises

Encourage qualified sports institutions of higher learning, vocational colleges and universities at home and abroad sports enterprises, digital enterprises in the field of talent training depth cooperation, such as setting up sports industry digital transformation practice demonstration base, to carry out the students and social people targeted joint training and training, support "practical" executives to sports colleges and tutor and "academic" professor credentials the communication, take the summer school, remote teaching for global education and business "introduction" sports industry digital high-end teachers, etc.

### **5.3 Improve the Policy Guarantee System**

To guarantee the seamless advancement of the digital transformation of the sports industry, it is necessary to establish a sound policy guarantee system to provide strong institutional support for the industrial development.

5.3.1 Do a good job in top-level design

The General Administration of Sport of China shall, together with relevant departments, formulate the Guiding Opinions on Promoting the Digital Transformation of Chinas Sports Industry, clarify the objectives, paths, measures and guarantees of the transformation, and provide overall guidance and direction for the digital transformation of the sports industry. In the top-level design, the key areas and key links of the digital transformation of the sports industry should

be defined, such as intelligent sports equipment, digital sports platform, sports big data application, etc., so as to promote the transformation and upgrading of the whole industry from point to point.

We will give full play to government functions and strengthen the mechanism for macro-planning and development. The government should make use of digital platforms to fully integrate the information of sports resources, give full play to the advantages of big data, and help the scientific, comprehensive and rational planning decision. We will increase investment in scientific research funds and implement relevant preferential policies to support breakthroughs in core digital technologies. We will relax market access standards, build an open, fair and competitive market environment, and support the sustainable development of digital technologies, models and services. Make full use of the application of blockchain technology in the field of digital security, establish the corresponding digital supervision department, comprehensive supervision of digital security, introduce the use of personal information data norms, from the data collection, use, transfer of the system control, eliminate the worries of digital information security.

5.3.2 Increase fiscal and financial support

Special funds shall be established to encourage the qualified regions to set up special funds for digital transformation of sports industry, which are used to support the digital transformation of sports enterprises, including technology research and development, talent introduction and market development; promote the integration of sports industry and traditional financial business, develop a series of exclusive credit products, such as special bonds for digital transformation of sports industry, to provide diversified financing channels for sports enterprises; strengthen the cooperation between the government and financial institutions, optimize the financial environment, reduce the financing cost of sports enterprises, and improve the efficiency and quality of financial services.

5.3.3 Strengthen the security guarantee

Formulate standards for defining data property rights of sports industry, Clarify

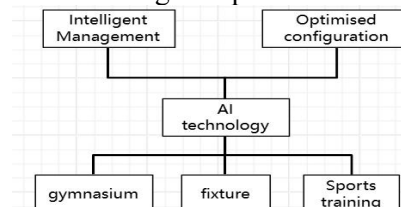


the ownership, use, income and other interests of the data, Protecting the legitimate rights and interests of the data subject; Strengthen the protection of personal privacy information, It is clear that the personal privacy information generated in the process of sports participation and sports consumption is owned by the generating subject, Strictly restrict the unauthorized disclosure of personal privacy information; Establish a whole-chain data supervision system for the sports industry, Standardize the collection, storage and use of data, Strengthen the governments supervision of excessive collection and data monopoly; Strengthen the data security awareness education of sports enterprises and individuals, Improve your data protection capabilities, Prevent data leakage, abuse and other risks.

#### 5.4 Use AI Technology to Empower the Innovation Mode of Sports Industry

With the continuous development of science and technology, emerging artificial intelligence technologies, such as digitalization, intelligence and virtualization, have become the technical fulcrum to promote the innovative development mode of the sports industry, bringing strong development opportunities for the sports industry, and promoting the transformation and upgrading and the high-quality development of the sports industry. As shown in Figure4, artificial intelligence technology applied in the fields of stadiums and facilities, sports events, sports training and other fields can realize the intelligent management and optimal allocation of sports resources, and improve the operational efficiency and user experience of the sports industry. Taking the first offline sports complex "Orange Lion Yuedong" sports hall owned by Ali Sports as an example, "Orange Lion Yue movement" sports hall through the introduction of face recognition autonomous entry and exit system, intelligent hand ring controlled locker and intelligent lighting control of various sports venues, Greatly improve the users sports experience, And the public only need to search "Orange Lion Yue Move" in Alipay can easily complete the online venue

booking, credit payment, game friends invitation, tournament registration and fee sharing and a series of operations, These digital facilities not only improve the operational efficiency of the venues, It also provides users with a more convenient and comfortable service, Enjoy the new experience of digital sports services.



**Figure 4. AI Application of the technology**

#### 6. Epilogue

In the context of the digital economy, China's sports industry has embraced fresh opportunities and challenges. While the profound integration of digital technology and the sports industry can pave the way for high-quality development, it also confronts practical hurdles such as regional structural imbalances, talent shortages, and policy constraints, which impede the industry's progress towards high-quality development. Focusing on the future, measures should be taken from the aspects of strengthening regional coordinated development, consolidating the foundation of talent training, improving the policy guarantee system, and using AI technology to empower the innovation model of sports industry, so as to give full play to the positive role of digital technology.

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