

## Research on the Development Trend of Cross-Border Integration of Sports Training in the Context of the Internet

Chen Han, Chen Lu, Lin Jiali

Jimei University Chengyi College, Xiamen, Fujian, 361021, China

**Keywords:** Internet, Sports training, Cross-border integration, Development trends

**Abstract:** With the continuous development of the times and society, Internet technology has also achieved comprehensive application, which has a profound impact on various industrial fields. In the sports industry and sports training, we should also make good use of the advantages of the Internet, strengthen cross-border integration between various fields, explore new development opportunities, and achieve breakthroughs in the entire industry. This article will start from the basic idea of sports training in the context of the Internet, and explore the feasibility and ways of cross-border integration development to provide some effective help.

### 1. Introduction

With the continuous development and application of Internet technology, it has greatly changed the way we live and work, and has officially entered the Internet era. As an important part of China's tertiary industry, sports industry plays a very critical role and has received high attention from all sides of society. Because the concepts and forms involved in sports training are complex, there is no cognitive consensus. Different people have different understandings about what is sports industry and sports training. Some people think that sports training in the socialist market is a kind of sports industry, while some people think that sports industry is a kind that can obtain certain economic benefits in the market. All in all, sports training combined with the market is a type of sports industry. In the context of the Internet era, there are certain requirements for the integration of sports training and Internet technology. We need to break down the barriers between domains, take advantage of the huge advantages brought by Internet technology, restructure the structure of the sports training industry, and improve the quality and efficiency of training. If the sports training industry wants to gain a place in the fierce market, it needs to carry out cross-border integration work and clarify the actual development trend in the future.

On the connotative level, Internet technology is a special form of convergence, a fusion force that has never been seen before. In the actual application process of the market economy, it can shorten the distance between various industries and integrate with each other to achieve better development and improve the actual working structure. We can compare the Internet to a lever that leverages the entire market and has tremendous innovation power. In the sports training industry, the effective integration of the Internet is also an innovative form. Reforming the model has enhanced the openness of the sports training industry, allowing more people to understand it, improving the basic structure of the sports training industry, and improving the ecological environment of the entire industry. The background of the Internet provides a solid foundation for the sports training industry, enables corresponding innovation activities, and gives the sports training industry sufficient development momentum. The actual application of Internet technology also requires us to have advanced technology and improve the professionalism and ability of operators. In the 2006 NBA basketball game, in-depth application of the Internet technology has been realized. With the help of the Internet technology to analyze the playback video, a detailed analysis of each frame provides a basic technical guarantee for the referee's decision. In the 2018 FIFA World Cup, the Hawkeye system was also used to assist. The application of these Internet technologies in sports provided ideas and foundations for cross-border integration. In the process of sports training, you can also take advantage of the huge advantages brought by Internet technology to simulate actual sports competition scenes and lead students to watch videos. By slowly analyzing

and learning sports skills, using sensor technology to analyze muscle changes during exercise, and based on this to build a training plan. It can play a key auxiliary role in the development of sports training. These are all cross-border integration forms of Internet technology and sports training, and they have gradually become the mainstream trend.

## **2. Cross-Border Integration Strategy of Sports Training in the Context of Internet**

### **(1) Cross-border integration on wearable devices**

Wearable devices are a form of cross-border integration of Internet technology and sports training. Lightweight sports clothing and comfortable sneakers, etc., all apply the huge advantages brought by the Internet to a certain extent. With the continuous development of Internet technology, many fantastic ideas have become reality. Adidas company installs sensors in football, and produces intelligent football. In the process of playing football, the sensors will record the strength and touch points of the players, simulate the specific movement track of the football, etc, so as to form the corresponding specific data. Based on actual data, analyze existing problems and design more scientific and reasonable training programs. In recent years, in addition to the improvement of their physical fitness and athletic ability, the application of Internet technology on wearable devices has also provided great help for human achievements in various sports. In the process of practical application, the Internet will be used to convert the sports situation into data, analyze the specific movements of the athletes, conduct appropriate simulation analysis, find reasonable training programs, avoid some physical damage caused by irrational movement and protect athletes. Some enterprises use smart bracelets and other wearable devices to analyze athletes' body data and sleep conditions with big data, making our sports training more scientific and systematic. Taking advantage of the advancement of the Internet on sports training equipment, it is possible to count various physical data of athletes during the actual training process. Different countries and regions can also use the Internet to share data. Domestic sports training can also take advantage of the big data brought by the Internet to actively integrate with the international and achieve the integrated development of sports training.

### **(2) Promote the multi-dimensional development of the sports training industry**

Internet technology has created a brand-new ecological environment for the development of sports training, so the development of the sports training industry under the Internet background should also expand more dimensions. First, sports training centers should strengthen cooperation and exchanges with Internet companies to rejuvenate the sports training industry. Internet companies can provide more development resources and space for the sports training industry, and help the sports training industry gradually develop and grow. With the achievements of the sports training center, Internet companies can get the effect of publicity, attract the attention and favor of sports people, and realize the growth of common interests. For example, Alibaba, Suning and other Internet companies have invested in football clubs and football training to provide more capital for the development of football. This is also the main form of combining the Internet industry with the sports training industry. Utilizing the huge advantages brought by the Internet can reduce the asymmetry of information between sports training centers and consumers. Create flagship stores in Taobao, Jingdong and other Internet shopping platforms, and use more open platforms to carry out sales activities, creating more economic benefits for the sports training industry. You can choose to cooperate with fitness apps, physical gyms, etc., share resources and information, establish partnerships with partners, enhance comprehensive capabilities in fierce market competition, and help both parties develop together. Cooperate with video websites such as Tencent and Youku, release videos of daily sports training, etc., carry out appropriate publicity activities to enhance popularity. Using Internet technology to carry out remote sports training, and with the help of information data sharing to provide scientific and reasonable sports training program for athletes, which is helpful to overcome the obstacle of the time and space, improve social ecological environment of the industry, provide more development space for sports training, and achieve cross-border integration.

### **3. Conclusion**

The Internet has brought us new opportunities and challenges, changed the way of thinking in various industries, and is playing an increasingly obvious role. Internet technology plays a very important role in the sports training industry. The Internet technology has been deeply applied to the equipment of daily sports training, and the whole sports training industry has been deeply integrated and rebuilt in terms of structure and scale. We should pay attention to making good use of the huge advantages brought by the Internet and create a good ecological environment for the entire industry.

### **References**

- [1] Huang Qiuyue. Research on the Development Path of Sports Tourism Industry Integration and Multi-modality [J]. Guizhou Sports Science and Technology, 2018, 01: 1-3.
- [2] Wu Zhensheng. The Connotation, Characteristics and Presentation of “Internet +” Sports Industry [J]. Bulletin of Sport Science&Technology, 2018, 2607: 99-101.
- [3] Yan Xiaoyan.”Internet +” Promotes Innovation-Driven Development Strategy of Sports Industry [J]. Sports&Science, 2017, 3806: 67-72.