

The Implementation Path of Digital Economy Promoting High Quality Development of Sports Industry

Zhenhua Zhang

Shandong Technology and Business University, Yantai, China

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Abstract: China's sports industry is facing important opportunities and new challenges in the development of the digital economy. With the rapid development of digital technology, the digital transformation of the sports industry has become an inevitable trend. However, the promotion of high-quality development of the sports industry by the digital economy still faces a series of problems and obstacles. Based on this, this paper briefly analyzes the role of digital economy in promoting the high-quality development of sports industry from the perspective of Chinese path to modernization, and explores the specific implementation path of digital economy in promoting the high-quality development of sports industry from the aspects of scientific construction of digital sports consumption pattern, strengthening the application ability of digital technology, and breaking through the blockages of high-quality development from the perspective of Chinese path to modernization.

1. Introduction

Under the background of building a socialist modern power in an all-round way, giving full play to the role of digital economy in boosting the high-quality development of the sports industry is of great significance for accelerating the construction of a sports power and promoting Chinese path to modernization. As an important part of Chinese path to modernization, sports industry plays an important role in promoting the overall economic upgrading of the country and improving the quality of people's life; The rapid development of the digital economy has provided new opportunities for the sports industry^[1]. However, the current digital transformation of the sports industry still faces many challenges, such as the complex and ever-changing development environment, and the difficulty of high-quality development; The uneven development of regional digital economy and the formation of constraints on high-quality development have all limited the digital transformation and development of the sports industry.

2. The Promoting Role of Digital Economy in the High Quality Development of Sports Industry

2.1. Input data elements into the production process to promote the modernization of the sports industry element system

In the era of digital economy, data has become one of the important production factors in economic activities. In the sports industry, the application of big data provides new opportunities for the development of the sports industry. By collecting, analyzing and utilizing a large amount of athlete data, event data and audience data, it provides convenient operation and management methods for the sports industry, promotes the refined operation of sports events and maximizes economic benefits. Moreover, the development of the digital economy has promoted the modernization of the sports industry element system. Through the application of digital technology, it is possible to achieve interconnectivity, efficient circulation, and optimized allocation among various elements within the sports industry. For example, through e-commerce platforms and online ticketing systems, audiences can more conveniently purchase tickets and merchandise for sports events; Athletes can interact with fans and build their personal brand through social media platforms and live streaming platforms; Enterprises can also use big data analysis to locate the market, formulate marketing strategies, and

conduct refined management. The characteristics of the digital economy enable unlimited growth, shareability, and replicability of data elements. In the sports industry, data sharing and replication help promote the coordinated development and healthy competition of the industry. For example, through the sharing and replication of athlete data, more outstanding athletes and coaches can be trained, promoting the reserve and cultivation of sports talents; By sharing and replicating event data, the sports industry chain can be enriched and the comprehensive development of the sports industry can be promoted.

2.2. The digital economy promotes industrial transformation and advances the development paradigm of the sports industry

From the perspective of Chinese path to modernization, the digital economy has played a very strong role in promoting the development of the sports industry. Based on information technology, the digital economy has promoted the digital, networked and intelligent transformation of the industry through the Internet, big data, artificial intelligence and other technical means. Firstly, the digital economy has brought new development opportunities for the sports industry. Through the application of digital technology, the operation and management, market promotion, and consumer experience of the sports industry can be optimized and upgraded, which helps to improve the overall efficiency and competitiveness of the sports industry. For example, through mobile Internet and social media platforms, sports events can achieve full online live broadcast and interaction, attract more audience participation and attention, and promote the expansion and development of the sports industry; Secondly, the digital economy has promoted the commercial development of the sports industry. Through digital technology, the commercialization level of various fields in the sports industry has been improved, including event operation, venue management, sports equipment sales, etc., providing diversified business models and profit channels for the sports industry, including advertising sponsorship, copyright sales, e-commerce sales, etc., thus promoting the sustainable and high-quality development of the sports industry; Finally, the digital economy has also brought a broader market and consumer group to the sports industry. Through digital platforms and technological means, the sports industry can break through geographical limitations, achieve global market expansion and user growth, and provide more personalized and scenario based consumer experiences for the sports industry. This enables the sports industry to better meet consumer needs and expectations, promote more intelligent, refined, and sustainable development, and gradually move towards an advanced development paradigm.

2.3. Digital technology drives new development models and promotes the diversification of sports consumption formats

The rise of digital technology has given birth to new sports models and promoted the modern and diversified development of sports consumption formats.

(1) The development of the digital economy has changed the market demand structure, and the subjectivity of consumers is constantly increasing. Digital technology makes it easier for consumers to access information, compare products and services, make purchasing decisions, and directly participate in the design, evaluation, and promotion of sports products and services through channels such as social media and e-commerce platforms, providing personalized needs and participation experiences;

(2) The digital economy has promoted the diversified development of sports consumption groups. Through the application of digital technology, different sports consumption groups can be accurately identified and positioned to meet their consumption needs. For example, with the rapid development of different types of sports such as esports, fitness, and outdoor activities, new consumer groups such as the "post-90s" and "Generation Z" have experienced rapid growth driven by the digital economy. Consumers can choose sports products and services that suit their interests and needs;

Related information, watching live matches, and online interaction with athletes have prompted the sports industry to innovate the supply of sports products and services, such as online teaching, virtual competitions, and virtual reality experiences.

3. The overall idea of promoting high-quality development of the sports industry through the digital economy

3.1. Innovate the supply mode of sports services and promote the innovative development of the sports industry

From the perspective of Chinese path to modernization, the continuous innovation and development of digital technology has changed the consumption mode of consumers. The integration of online payment and online event platform makes it easier for consumers to participate in sports activities more freely and independently, such as buying tickets online and booking coaching courses through electronic payment. The development of digital technology has also led to online sports competitions and fitness becoming new trends, especially in the post pandemic period^[2]. These changes in consumption patterns not only provide more convenience, but also stimulate the potential of sports consumption, promoting the upgrading of sports consumption structure and the expansion of scale. The rapid development of the digital economy provides technological support for innovation in the sports industry. By utilizing digital technology, the sports industry can develop more innovative products and services to meet the needs of different consumer groups. For example, by using big data analysis technology, it is easy to understand user behavior and demand characteristics, and customize personalized products and services. According to the data of Tiktok Sports Fitness Report, the number of Tiktok sports fitness videos and creators will increase by 128% and 42% year on year in 2023, the number of fitness anchors will increase by twice year on year, and the live broadcast revenue will increase by 141% year on year, which means that the promotion of the digital economy will also reverse the production reform of the sports industry, and promote the transformation of the sports industry to intelligent and digital. However, in order to achieve the boost of the digital economy to the sports industry, it is necessary to strengthen the synergy between policies and the industry chain. The government should actively introduce relevant policies to promote the application and innovation of digital technology in the sports industry, and provide more support and convenience for sports enterprises. At the same time, all links of the industrial chain need to strengthen cooperation to promote the comprehensive application of digital technology in the sports industry. Sports enterprises can carry out in-depth cooperation with Internet enterprises to jointly develop online sports event platforms and fitness applications to achieve resource sharing and complementary advantages.

3.2. Empower balanced development of resource elements and promote integrated development of the sports industry

(1) From the perspective of Chinese path to modernization, the digital economy can share and exchange data, resources and technologies of different sub industries in the sports industry, and realize the organic connection of all links of the industrial chain. For example, different segmented industries such as sports training, sports equipment, and sports events can collaborate through digital platforms to achieve resource sharing, brand promotion, and market expansion, thereby improving the overall efficiency and competitiveness of the sports industry;

(2) The application of digital economy can eliminate regional differences and information silos, promote the large-scale development of the sports industry, optimize the allocation of sports resources within the region, and effectively utilize external resources. For example, through online platforms, consumers can purchase tickets for sports events in different regions or participate in online sports exercise courses, enabling the orderly flow of essential resources in the sports industry. By combining the resource advantages of different regions, it promotes the coordinated and efficient development of the sports industry;

(3) The development of digital technology has promoted the deep integration of online and offline sports industry. According to MR data statistics, as of November 10, 2023, the number of online live streaming users in China has reached 839 million, an increase of 45.3% compared to the same period in 2022. The number of online live streaming users continues to rise, which means that there are more and more participants in online sports event live streaming and physical exercise courses. This deep integration of online and offline can help expand the consumption scenarios of the sports industry, enrich the supply of sports products and services, enhance the market attractiveness and user

experience of the sports industry, optimize resource allocation and innovate product supply, thereby achieving high-quality development of the sports industry.

3.3. Strengthen the core of people-oriented approach and promote the comprehensive development of the sports industry

The report of the 20th National Congress of the Communist Party of China pointed out that "modernization with a huge population" is an important manifestation of Chinese path to modernization. From the perspective of Chinese path to modernization, using digital economy to boost the development of sports industry should adhere to the people-oriented core.

(1) The development of digital technology has made the sports industry more focused on a people-centered consumption model. Through digital platforms, consumers can choose the way to participate in sports activities according to their own needs and interests, making it easy for them to engage in sports activities anytime and anywhere, achieving self training and entertainment, making the sports industry closer to individual needs, providing personalized sports consumption services, and promoting the comprehensive development of the sports industry; (2) The digital economy has played an important role in promoting the national fitness and healthy China strategy. It combines sports activities with health monitoring, Internet medicine and other health services, provides citizens with comprehensive health management and fitness guidance, and provides more options and facilities for the national fitness, increases people's enthusiasm for participating in sports activities, and further promotes the comprehensive development of the sports industry; (3) The development of the digital economy provides new opportunities for talent cultivation and human resource development in the sports industry, such as using digital technology to carry out online training, employment guidance, and career development planning, promoting the optimization and mobility of human resources in the sports industry. This people-oriented core development helps to promote the growth of the sports industry talent team and the improvement of professional level.

3.4. Promote low-carbon transformation of industries and promote green development of the sports industry

Chinese path to modernization is a green and low-carbon modernization. Following the concept of green development is not only the internal requirement of China's economic and social development, but also the practical need for the sustainable development of the sports industry.

(1) The application of digital technology can effectively enhance the ecological innovation capability of sports enterprises, integrate low-carbon development concepts throughout the entire process of sports product production, achieve intelligent production and supply chain management, improve resource utilization efficiency and reduce energy consumption^[3]. For example, through digital production processes and energy management systems, real-time monitoring and optimized regulation of energy can be achieved, reducing carbon emissions and saving energy, promoting ecological innovation in the sports industry, and transforming it into a sustainable green industry;

(2) Digital governance can provide comprehensive monitoring and management for the sports industry, guarantee green development, and achieve monitoring and evaluation of environmental protection and carbon emissions indicators in the sports industry. Digital platforms can provide carbon emission trading and incentive mechanisms, prompting sports enterprises to increase investment in green technologies and reduce carbon emissions. By supervising and managing the green development behavior of the sports industry, they can promote the low-carbon transformation of the industry;

(3) The government should actively encourage the application and innovation of digital technology, and provide support and incentives at the policy level. For example, we can encourage the construction and operation of smart sports facilities, provide digital sports venues, save resources and reduce energy consumption. In addition, we can promote the deep integration of digital technology and the sports industry, as well as the innovation and popularization of digital products and services, and thus promote the green development of the sports industry.

4. The Implementation Path of Digital Economy Promoting High Quality Development of Sports Industry

4.1. Accelerate the top-level design of digital transformation and optimize the high-quality development environment

(1) Accelerate the top-level design of digital transformation at the policy level to provide an optimized high-quality development environment. The government should strengthen policy guidance and strategic planning for the digital economy and sports industry, formulate relevant policies, promote the deep integration of the digital economy and sports industry, including tax reduction and fee reduction, research and development funding support, innovative talent introduction, etc., and stimulate the desire for change in the traditional sports industry. At the same time, the government should establish a sound legal and regulatory system, promote innovative development of the digital economy, and provide a favorable development environment and standardized market order for the sports industry;

(2) Actively provide policy support and public services to facilitate cooperation between the digital economy and the sports industry. For example, the government should encourage the construction of digital infrastructure, provide high-speed Internet access, improve data transmission efficiency, and ensure the development needs of the digital economy and sports industry. In addition, it is necessary to strengthen intellectual property protection, provide guarantees for innovation, stimulate the innovation and entrepreneurship vitality of the digital economy and sports industry, and strengthen the application of digital solutions to continuously improve the operational efficiency and user experience of the sports industry, achieving high-quality development of the sports industry;

(3) Promote the deep integration of digital technology and the sports industry, encourage enterprises and institutions to increase their research and application of digital technology, promote technological innovation, and improve the digitalization level of the sports industry. For example, through the application of big data analysis and artificial intelligence technology, the efficiency of event management and operation can be improved, the audience experience can be enhanced, and the commercial development of the sports industry can be promoted;

(4) Strengthen talent cultivation and cross-border cooperation. We should intensify the cultivation of cross-disciplinary talents in digital technology and sports industry, cultivate composite talents with digital technology and sports professional knowledge, encourage digital economy enterprises to engage in cross-border cooperation with sports industry, jointly carry out innovative research and project cooperation, and promote mutual benefit and win-win between the two industries.

4.2. Promote the coordinated digital development of the sports industry and provide guarantees for high-quality development

From the perspective of Chinese path to modernization, we should strengthen the application of digital technology in all fields of sports industry, and realize the digital management and operation of the whole chain of sports industry through digital means^[4]. For example, we can use big data analysis technology to improve the efficiency of event operations and audience experience, utilize artificial intelligence technology to improve venue management and security, and promote the digital transformation of the sports industry. At the same time, we should strengthen cooperation and innovation between the sports industry and digital economy enterprises, promote deep integration between the sports industry and digital economy enterprises, and jointly carry out innovative research and project cooperation. For example, we can strengthen cooperation with Internet enterprises, establish a digital event live broadcast platform and social media applications, and expand the market and audience of the sports industry. Local governments can also use the digital rural strategy and the driving effect of the city to provide accurate digital assistance services for the rural sports commodity market and factor market. Moreover, through e-commerce platforms and digital marketing methods, high-quality sports products from rural areas are promoted to the urban market, promoting the development of the rural sports industry. Digital technology is used to provide virtual training, technical guidance, and other services, promoting the transfer of urban sports resources to rural areas, optimizing resource allocation and efficient flow of elements, and enhancing the overall efficiency

and market competitiveness of the sports industry. In addition, a unified digital event operation platform can be established to achieve centralized management and transmission of event information, improve the efficiency of event organization and media reporting, strengthen support for emerging sports such as e-sports, and promote the development and dissemination of digital events. Based on this, intelligent venue planning and design will be carried out, digital venues will be constructed, intelligent and efficient venue operation and management will be achieved, and better audience services will be provided through digital means to enhance the audience experience and promote the commercial and cultural development of the sports industry.

4.3. Strengthen the digital technology application capability of the sports industry and break through the bottlenecks of high-quality development

Breaking through the bottleneck of high-quality development of digital technology is the foundation for realizing the digital development of the sports industry. Enterprises should increase their investment in digital technology research and development, and the government should guide and support institutions such as enterprises and universities to increase their investment in digital technology research and development in the sports industry, promote innovation and application of digital technology, and strengthen cooperation with research institutes and technology enterprises to jointly carry out research and development of digital technology in the sports industry and improve the digital technology level of the industry^[5]. For example, Tencent Sports takes big data as the connection point of different sectors, actively combines cloud computing platform, big data platform, Internet of Things platform and other resources, and combines the brand publicity effectiveness of Tencent video, microblog, QQ, Tiktok and other APPs, effectively realizing the intelligent development of sports industry infrastructure and automated development of venue management; Secondly, sports enterprises should fully recognize that digital transformation is not only the application of technology, but also a change in thinking and business models. They should clarify the subjectivity of consumers, take their personal experiences as the direction of digital technology development, create and provide digital products and services, meet the diverse sports needs of consumers, enhance user experience, and ensure that digital technology applications can bring practical commercial value; Finally, the government should encourage and support the demonstration application of advanced digital technologies in the sports industry, establish a number of digital first demonstration projects, promote the widespread application of digital technologies in various fields of the sports industry, and form replicable and promotable experiences and models. For example, the government should accelerate the construction of network infrastructure to improve network speed and stability. It should also strengthen the construction of data centers to provide reliable data storage and processing capabilities. Moreover, it should improve financial services such as electronic payments to provide convenience and support for the development of the digital economy, promote the digital transformation of the sports industry, and achieve high-quality development.

4.4. Scientifically constructing a digital sports consumption pattern and consolidating the foundation for high-quality development

From the perspective of Chinese path to modernization, local governments should build a digital sports industry ecosystem, connect the upstream and downstream of the industry chain, promote the deep integration of advanced technologies such as the Internet, big data, artificial intelligence and the sports industry, stimulate the potential of sports consumption worldwide, actively carry out international cooperation, attract international capital and technology into China's market, and promote the integration of China's sports industry with the world. At the same time, we will strengthen the integration and sharing of data resources, establish unified data standards and norms, promote the exchange and sharing of data resources among various entities such as sports events, clubs, and players, enhance the value and utilization efficiency of data, and adopt technologies such as data analysis and artificial intelligence to deeply understand users' interests, preferences, and needs, develop personalized and customized digital products and services, and meet users' diverse needs. With the rise of China-Chic brand, Li Ning Co., Ltd. has already occupied half of China's China-Chic brand circle and gradually become a leading international sports brand company representing China.

Li Ning actively carries out digital transformation and development, deeply analyzes the consumption data of Li Ning's offline stores, and the browsing, collection and purchase data of Taobao, Jingdong, Duwu and other APPs, builds a digital sports consumption pattern, and promotes the sports industry towards high-quality development. Of course, in this process, strong support from the government is indispensable. In order to promote the further development of digital transformation, the government should also formulate relevant policies, build modern sports industry brands with consumer demand as the core, promote the healthy development of the capital market, and provide entrepreneurial support policies and financial support for emerging sports brands in China, encourage innovation and entrepreneurship, cultivate and develop emerging and excellent enterprises in the digital sports industry, and promote the development of digital sports consumption.

5. Conclusion

The report of the 20th National Congress of the Communist Party of China pointed out that "the great rejuvenation of the Chinese nation is comprehensively promoted with Chinese path to modernization", and the development of digital economy provides new development opportunities for the sports industry. Digital technology is widely used in sports innovation, industrial chain optimization, consumption upgrading and other aspects. In the process of promoting the digital transformation of the sports industry, we should continuously innovate the supply mode of sports services, empower the balanced development of resource elements, and promote the integrated development of the sports industry; Strengthen the core of people-oriented approach, promote low-carbon transformation of industries, and help the sports industry achieve green and comprehensive development. At the same time, we can actively build a scientific digital sports consumption pattern to consolidate the foundation for high - quality development. We should strengthen the digital technology application capabilities of the sports industry to break through the bottlenecks of high - quality development, providing support for the digital economy to promote the high - quality development of the sports industry and for the prosperity and sustainable development of China's sports industry.

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