

## ФІЛОСОФІЯ СПОРТУ PHILOSOPHY OF SPORT

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### THE INFLUENCE OF GLOBALIZATION AND DIGITALIZATION ON THE ESTABLISHMENT AND CONCEPTUAL DIGITAL SPORTS DEVELOPMENT IN CHINA

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#### Abstract

The relevance of the formation and digital sports development in China is in great importance, because the country is at the forefront of digital sports, which refers to the high-quality sport industry. With the development of technologies such as artificial intelligence, big data and cloud computing, the sports industry has undergone profound changes, contributing to the sports equipment emergence such as smart watches and smart sneakers, the continuous development of online sport platforms. At the state level, national digital sports development programs are adopted, which can promote the smart sport industry modernization, cultivate new economically growing points, form mass sports consumption, and provide new impetus to promote the high-quality sports industry development. **Research methodology.** To analyze digital sports concept in China, systemic and structural analytic methods are proposed, which allow considering digital sports as a complex social non-linear system that has several subsystems that constantly interact with the environment. The combination of synergistic and systemic methods and approaches allows us to explain the globalization and digitalization impact on the formation and development of the digital sports concept in China. **The object of the research** is the digital sports concept in China as a complex social, economic and cultural phenomenon. **The subject of the research** is the globalization and digitalization influence on the formation and development of the digital sports concept in China. **The purpose of the research** is theoretical and practical formation and development aspects of the digital sports concept in China. **Research result.** 1 Digital technologies of the sports sphere and sports experience as a factor in improving the sports concept in China are studied. 2. Data collection and processing phenomenon of athletes in China's sports industry digital transformation is revealed. 3. Conceptual development of digital people-oriented sports at the state level is demonstrated. 4. Conceptual development of a healthy sports life in China is substantiated. 5. Building concept of China sports state and its industrial development in the digitalization context was studied. It was concluded that the high-quality sports industry development is an important energetic source for acceleration the sports state construction. The "Program for building a sports state" clearly states that by 2035, the sports industry will become a pillar of the national economy. Digital sports can promote the smart sport industry modernization, cultivate new economic growth points, direct and shape mass sports consumption, and provide new impetus to promote the high-quality sports industry development.

**Keywords:** digital sports, China, sports management model, sports industries, healthy nation, national spirit, sports as a value.

#### Problem statement in a general form and its connection with important scientific or practical tasks

The intensive digital sports development will contribute to the healthy China development. Building a sports nation is an important way to build a healthy China. The advancement of digital technologies has greatly expanded and enriched sports in temporal and spatial condition terms, information resources, sports forms and sports experiences, breaking many traditional sport limitations and restrictions.

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Insufficient, significantly improve the interest, convenience and popularity of mass participation in sports. Against the digital economical developed background the impact of the new coronary pneumonia epidemic, digital sports developed rapidly. E-sports, sports simulation, intelligent fitness and other forms of physical exercise allow people to get rid of time and space constraints and can exercise better without leaving home. In addition, digital technology has accelerated sports and medicine dntegration. The intelligent scientific fitness platform integrates sports and medical care, issues personalized “exercise prescriptions” for different groups of people, makes full use of various medical knowledge to guide people to scientific and effective exercise, and better promotes recovery, prevents chronic diseases and supports health. The intensive digital sports development will contribute to the qualitative sports industry development. The high-quality sports industry development is an important energy source for accelerating the sports state construction. The “Program for building a sports state” clearly states that by 2035, the sports industry will become a pillar of the national economy. Digital sports can promote the smart sport industry modernization, cultivate new economic growth points, direct and shape mass sports consumption, and provide new impetus to promote the high-quality sports industry development.

**Highlighting previously unsolved parts of the general problem, to which the specified article is devoted to**

In the conditions of the digital sports consumption trend, the organizers of sports events began to take into account new changes and actively cooperate with Internet companies. Copyright owners for sport events and sports clubs prefer internet companies with their portal advantages, and sports event officials and club officials have settled on various new media platforms. Tianyancha Research Institute believes that with technological development such as artificial intelligence, big data and cloud computing, the sports industry has undergone profound changes, contributing to the sports equipment emergence such as smart watches and smart sneakers, as well as the continuous development of online sports platforms such as Codoon and KEEP. The innovative deep integration model of exercise bike and treadmill + live courses continues to emerge. Technology uses “hardware + software + data” to revolutionize sports in every direction. In the DT era, data drives innovation and development in all areas of life. As an important sports technological part, big data

and artificial intelligence are also widely used in sports competitions. From the Internet era to today’s 5G+, data has always been the most valuable resource. In sports, especially during sports training and competition, the collection, storage, analysis and application of data have a positive impact. Innovations in smart devices, big data analysis, etc. have greatly increased the competitive level and integrity of sporting events, and also increased the enjoyment of the events. Athletes collect all kinds of data with smart devices, process and analyze it with professional software, and carry out targeted training based on the analysis results, effectively increasing the competition and increasing the evaluation level of the game; at the same time, it helps athletes avoid sports injuries and other risks as much as possible, and also increases safety during sports. In addition, various video technologies are used to assist judging, such as football goal line technology and VAR (Video Assistant Referee) technology, tennis and badminton eagle eye system (instant replay system), which can effectively avoid false judgments and improve fairness.

**The purpose of the research** is theoretical and practical aspects of the formation and development of the digital sports concept in China.

**Objectives of the research:**

- to investigate digital technologies of the sports sphere and sports experience as a factor in improving sports concept in China;
- to reveal the collecting and processing athletes’ phenomenon data in the digital transformation of China’s sports industry;
- to demonstrate conceptual development of digital people-oriented sports at the state level;
- to substantiate conceptual development of a healthy sports life in China;
- to explore building sports state concept of China and the sports industry development in the digitalization context.

**The object of the research** is the digital sports concept in China as a complex social, economic and cultural phenomenon. The subject of the research is the globalization and digitalization influence on the digital sports formation and development concept in China.

**Research methodology**

To analyze the digital sports concept in China, systemic and structural analytic methods are proposed, which allow considering digital sports as a complex social non-linear system that has several subsystems that constantly interact with

the environment. The combination of synergistic and systemic methods and approaches allows us to explain the globalization and digitalization impact on the formation and development of the digital sports concept in China. Anthropological and socio-axiological approaches allow us to reveal the socio-anthropological and socio-axiological dimensions and digital sports values in China as a complex social, economic and cultural phenomenon, based on anthropology – man, education, knowledge and human movement towards a digital society. Research methods, approaches and tools can be deepened by using action algorithms for the step-by-step digital sports development and the formation of digital competences, including Scrum – the “digital structure” approach and Kanban – the “balance approach”, which are used in innovative activities. Digital sports phenomena contribute to the digital product creation, an increase in the share of digital products and services, as well as new business forms based on digital technologies (digital economy). The synergistic analytic methods allow us to analyze digital sports as a self-organizing open system that is at disequilibrium points, uncertainty, bifurcation, information stochasticity, and system drift, resulting in a change in priorities. For the digital sports analysis, the SySt methodology (systemic structural arrangement) was used as a process methodology of developing awareness and changes in the stability direction and achieving high-tech digital sports progress using axiological and anthropological analytic methods of digital society, which will contribute to the improvement of knowledge about the spiritual formation and cultural requests sports person in the conditions of global civilization challenges (Voronkova, Cherep, Nikitenko, & Andriukaitiene, 2019).

### **Presentation of the main research material with justification of the obtained scientific results**

#### **1. Digital technologies of the sports sphere and sports experience as a factor in improving sports concept in China**

Digital technologies of the sports sphere and sports experience as a factor in improving sports concept in China are developing at the China’s media industrial level. As a major entertainment activity that cannot be ignored in modern life, live sports broadcasting has naturally become an important media industrial area. From live radio audio, to analog and digital television images, and even streaming media in the growing digital economy, video and live broadcast capture technology is also constantly iteratively

improving to meet the growing needs of users. With the development of new media platforms, humanized digital experiences have attracted much attention, and innovations in the field of digital live broadcasting have begun to be actively implemented. The leading and supporting role of digital technologies in economic and social development is becoming more and more visible. In this process, digital sports, which combines digital technology and traditional sports, has become a way and an important channel to accelerate the creation of sports power and meet the diverse needs of people in shape. China attaches great importance to the digital sports development. The 14th Five-Year Sports Development Plan outlines innovative development ideas to accelerate digital development and build digital sports. The National Fitness Plan (2021–2025) proposes to promote the digital transformation of the sports industry and promote a coordinated data-driven transformation of the entire industry chain

The intensive digital sports development will help meet people’s various sports needs. With the continuous improvement of living standards, people’s demand for sports is increasing, and higher requirements are being put forward for the convenience, scientificity, satisfaction and competitiveness of sports products and services. Digital sports has a significant advantage in obtaining information about people’s demand, tracking and sensing people’s sports behavior through various channels and channels, and using comprehensive big data analysis to accurately understand people’s needs and preferences and meet the individuality of different groups of people. **Demand.** At the same time, from the point of sports products and services supply view, the digital sports development can revitalize the cultural and sports space in the city, improve the coordination mechanism between the government, the market and social structures, as well as increase the accuracy of the sports goods and services supply, sports public services level increase throughout society.

Digital sports change the working mechanism, development methods, tools and other aspects of the traditional sports industry, which can effectively improve the physical fitness population level, cultivate new economically growing points and optimize sports. In general, athlete data includes, but is not limited to, basic athlete information, various training indicators (physical fitness, special abilities and special achievements), competition results, technical tactics, injuries and rehabilitation and other

data. Athlete data is still personal information. According to the provisions of the “Civil Code” and the “Law on the Protection of Personal Data”, athletes themselves have the right to their sports personal data. For example, processing personal information process, the “Law on the Protection of Personal Information” clearly prescribes the informed consent principle, but there are certain difficulties in implementing “informed consent” principle in the process of collecting and processing athlete data.

On the one hand, when sports events and sports clubs collect and process athletes’ data, it is difficult for athletes to truly obtain personal consent from a position of equal negotiation. In sporting events, especially international ones, the rules of the competition usually explicitly require athletes to consent to the data collection methods and use approved by the organizers, otherwise the athletes will not be eligible to participate and the sports organizations will have more voice and authority in data collection. Although before collecting athlete data, sports organizations or sports clubs often obtain formal consent from athletes by requiring athletes to sign registration forms, notification letters and other related documents, such consent is based on an unequal relationship between the two parties and has certain obligations vivid color (Bilohur, & Andriukaitiene, 2020).

## **2. Collection and processing of athletes’ data in the digital transformation of China’s sports industry**

Data from Tianyancha shows that there are currently more than 26,000 companies related to data analysis, and more than 1,700 new registered companies will be added in 2021, with a growth rate of 7.5%; in terms of regional distribution, related companies in Guangdong Province, Hebei and Shanghai. The number takes the leading positions: more than 5700, 1980 and 1970, respectively; in terms of time of establishment, 68.3% of data analytics companies were established within 1–5 years, and those established within 10 years accounted for more than 4.4%. On the other hand, many data collection and processing activities did not obtain the consent of the athletes, especially when using artificial intelligence and computer vision technologies to analyze the data, and when the data is used for a second time, the knowledge and consent of the athletes is important.

Sports competitions are international in nature. Athletes and data collectors of various nationalities

participate in international sports events. There are many cases of cross-border data flow during major international sporting events. Event data contains a large amount of personal athlete data, as well as personal sensitive information such as biometric data. Many events even collect large amounts of audience personal information during the ticketing and admission process. For example, audience members buy tickets with their real names. Name, identification number, contact information and other information that will be collected, especially identifying information, is personally identifiable information.

Sports data will play an increasingly important role in the digital transformation of the sports industry, and the commercial value of data for sports enterprises is becoming increasingly apparent. In order to better protect and develop sports data, an important sports intangible asset, we will provide relevant data for sports data. Activities related to athlete data must comply with the Personal Information Protection Act and comply with the requirements of the Personal Information Protection Act to the extent possible. The processing of sports data must also take place within the framework of applicable law and comply with my country’s data security regulations. Athlete data is still personal information. According to the provisions of the “Civil Code” and the “Law on the Protection of Personal Data”, athletes themselves have the right to their sports personal data.

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of the athletes is important. For example, a third party may use machine learning and other technologies to directly capture real-time athlete tracking data from live event video and perform in-depth analysis and processing.

### **3. Conceptual development of digital people-oriented sports at the state level**

In recent years, China's digital economy has made great strides in development, and its overall scale has ranked second in the world for many years in a row. The leading and supporting role of digital technologies in economic and social development is becoming more and more visible. In this process, digital sports, which combines digital technology and traditional sports, has become a way and an important channel to accelerate the creation of sports power and meet the diverse needs of people in shape. China attaches great importance to the digital sports development. The 14th Five-Year Sports Development Plan outlines innovative development ideas to accelerate digital development and build digital sports. The National Fitness Plan (2021–2025) proposes to promote the digital transformation of the sports industry and promote a coordinated data-driven transformation of the entire industry chain (Bilohur, 2019).

Against the background of the development of the digital economy and the impact of the COVID-19 pandemic, digital sports are developing rapidly. E-sports, sports simulation, intelligent fitness and other forms of physical exercise allow people to get rid of the constraints of time and space and can exercise better without leaving home. In addition, digital technologies have accelerated the sports and medicine integration. The high-quality sports industry development is an important energy source for accelerating the construction of a sports state. The "Program for building a sports state" clearly states that by 2035, the sports industry will become a pillar of the national economy. Digital sports can promote the smart sport industry modernization, cultivate new economic growth points, direct and shape mass sports consumption, and provide new impetus to promote the high-quality sports industry development.

The intensive digital sports development will help meet people's various sports needs. With the continuous improvement of living standards, people's demand for sports is increasing, and higher requirements are being put forward for the convenience, scientificity, satisfaction and competitiveness of sports products and services. Digital sports have a significant advantage in

getting information about people's demand. It tracks and perceives people's sports behavior through various channels and channels, and uses comprehensive big data analysis to accurately understand people's needs and preferences and cater to the individuality of different groups of people. Digital sports change the working mechanism, development methods, tools and other aspects of the traditional sports industry, which can effectively improve the physical fitness level of the population, cultivate new economically growing points and optimize sports public services. In the process of promoting the general development of mass sports and sports competitions and accelerating the construction of sports power, digital sports has great potential. To build a strong sports country and provide powerful positive energy for society. (Lekavicius, 2020).

Sports are an important means of strengthening people's health, an important means of satisfying people's desire for a better life and promoting the comprehensive development of people, an important driving force for promoting economic and social development, and an important platform for demonstrating the country's cultural soft power. General Secretary Xi Jinping emphasized that China should develop the spirit of Chinese sports, promote sports ethics, promote the coordinated development of mass sports, competitive sports and the sports industry, and accelerate sports native construction. Thriving competitive sports have achieved brilliant results and the sports industry has achieved outstanding achievements. In order to speed up the sports state construction on a new path, the dream of a sports state is closely related to the Chinese dream, and for this, sports reform should be deepened, sports concepts should be updated, and China's sports industry should be constantly modernized (Bilohur, 2018)

### **4. Conceptual development of a healthy sports life in China**

If sports are strong, China will be strong, and if national sports thrive, sports will thrive. In poverty and weakness era, the "Olympic Three Questions" not only convey people's love for sports, but are also full of aspirations for the prosperity of the country. For the Chinese, sport is a dream of national prosperity and national revival. In order to accelerate the construction of sports power, we must improve the comprehensive strength of competitive sports, better to play national system role, make competitive sports better, faster, higher and stronger, improve the ability to win glory for the country, and let sports

give powerful positive energy to society. Sport is not only necessary for a strong country, but also an important component of a healthy and happy people's life. In order to build a strong sports country and a healthy China, the most important thing is to strengthen people's physical fitness and protect their health. Statistics show that the number of ones who regularly exercise. In order to accelerate sports strength construction, China adheres to people-oriented developed idea, perceives people as the main sports development part, perceives people's physical fitness needs, and promotes the comprehensive development of people as the starting point and goal of sports work and the implementation of the "Fitness for All" national strategy. Continuous people's health improvement.

The sports development is not only an important part of realizing the Chinese dream, but also provides a powerful spiritual force for the great rejuvenation of the Chinese nation. To achieve the becoming a sports power goal, China combines the spirit promotion of Chinese sports with the cultural self-confidence strengthening, constantly opening up new prospects for sports in the new era. The physical health of people is an important comprehensively constructive part of the social well-being, as well as an important basis for everyone to grow up and achieve a happy life. Without the health of the entire nation, there will be no complete well-being. China has formed a national health promotion system with the "Healthy China Strategy" as the top-level concept, "Healthy China 2030" and "Healthy China Action" as the starting point for promotion, to ensure a comprehensive and complete cycle of protecting people's health. Background sports authority is grassroots sports. In order to build a strong sports country and a healthy China, the most important thing is to improve people's physical fitness and health quality. It is necessary to focus on meeting people's needs, coordinate the promotion of fitness centers and facilities for all, and effectively solve the "fitness difficulties" problem for the masses. It is necessary to comprehensively integrate sports into people's daily lives, constantly promote scientific fitness and fitness methodical knowledge, promote the daily physical fitness of the whole people, fully mobilize people's enthusiasm, initiative and creativity to participate in sports, and widely carry out a national fitness campaign that people love to hear and see, to lead the masses to establish a new concept as "I exercise, I am healthy and I am happy", to form a national craze for fitness, and to comprehensively

increase the national happiness and profit sense. China is working on the "14th Five-Year National Health Plan" and the "Sports Law of the People's Republic of China", which will come into force on January 1, 2023. As the seeds of national fitness take root and sprout, the pace building sports strength is still accelerates more, which will lay a strong and healthy foundation for the great Chinese native rejuvenation. Continuously promoting theoretical innovation and practical innovation, China's sports and sports industry are deeply developing, measures are being formed to build a new sports concept. The fundamental conformity and guidance for action is an important part, to lead the development of China's sports field into a new era (Bilohur, & Andriukaitiene, 2020b).

### **5. Building sports state concept of China and the sports industry development in the digitalization context**

The dream of athletic strength is an important part of the Chinese dream. The Chinese dream is an important basis for realizing the dream of a sports nation. The "Fourteenth Five-Year Plan for National Economic and Social Development of the People's Republic of China and Outline of Long-Term Goals to 2035" further clarified the dialectical relationship between the sports native dream and the Chinese dream, and proposed a long-term building sports power goal in 2035, that is, to form a government-led new sports development model that is strong, socially regulated and orderly, the market is vitality full, people are actively participating, social organizations are developing healthy, public services are ideal and compatible with the basic modernization implementation, and the sports management system and opportunities controls are modernized. The "Program for Building a Powerful Sports Nation" proposes that by 2050, China's sports nation will be built in a comprehensive way, and sports will become a milestone in the rejuvenation of the Chinese nation.

For this, the mindset of building a strong sports country with Chinese specifics should be developed. Insist on sports, starting with the baby. Sports is an important reflection of the overall country strength and social civilization level. Strong sports make China strong, and sports prosper if the country prospers. In order to build a strong sports country, one should follow the leadership starting from childhood, steadily raise the sports competition levels, develop in mass sports, and continue the movement towards a sports state. The development of school physical education must implement the educational policy and adhere

to the school management direction; it should focus on the students development and continue to deepen the physical education course reform; focus on the physical students'health and implement the guiding "health first" principles (Oleksenko, Molodychenko, & Shcherbakova, 2018).

The concept sets four general requirements for school sports work, starting with the continuous teaching deepening. Reforms, comprehensively improving the school conditions and actively improve evaluation mechanism, building an educational system that comprehensively educates morality, intelligence, physical education, art and work. The implementation of this policy aims to improve the development level of school sports in a new era so that children grow up healthy and energetic. Striving to make sports faster, higher and stronger. Competitive sports are the main sports component, and they play an important role in stimulating and leading the sports native construction. It is necessary to increase the comprehensive competitive sports strength and comprehensively increase the ability to win glory for the country. As an important social cultural part, sports competitions can inspire national spirit, strengthen its strength, create a good platform for promotion of an international exchanges, and play an indispensable role in building national image and strengthening national influence. Competitive sports performance is an obvious indicator of a country's ability to win glory, and is also an important symbol for measuring the comprehensive national sports strength and reflecting the overall sports nation-building level (Bilohur, & Andriukaitiene, 2020a)

The development of competitive sports in China is ensured by a deep reserve of young sports talents. The daily participation of teenagers in sports competitions has become an important driving force for the sports development competitions. At the state level, everything is being done to accelerate sports and educative integration, sports and medicine, sports and health, and create a new talent training system in the competitive sports reserve with multiple contributions from the education system, the sports system, forming the joint creation of the state and society, broad participation of people and government. The concept is based on the competitive sports activity mechanism "four in one" – sport, society, market and individuals. The sports industry is a national economic pillar, which is clearly stated in the "Program for building a powerful sports country". The mobilization

of the entire society for the vigorous sports industry development is not only of great importance for the reform and sports development, but also strategic importance for the growth, employment promotion, integrated and innovative developed stabilization. To build a sports nation, China is focusing on the sports industry development. Since sports activities are increasingly included in people's lives, a high demand for the sports industry is being formed. By deepening reforms and innovations, the sports industry is vigorously developing, which has been transformed into a new economic growth point. Therefore, the friendly interaction between the sports industry and sports enterprises is fully developed, which contributes to the comprehensive development of various categories and sports industrial formats, the mutual sports industrial integration and coordinated development is carried out. Sports industry, economy and society. The task is to implement innovative systems and mechanisms, optimize industrial location and structure, strengthen cultural self-confidence, develop multi-level and diversified sports events, and constantly meet people's new expectations for a better life.

Sports reform and innovation pace has been accelerated, and sports concept has been updated based on the useful experience of foreign countries to infuse new vitality and give impetus to China's sports development in a new era. In order to accelerate the construction of a strong sports country and promote the development of high-quality sports, China has focused on the overall great rejuvenation strategy of the Chinese nation, implementing a new development innovative concept, coordination, openness, which serves to build a new development model and promote mass sports and sports competitions. To carry out the sports management modernization system and management capabilities, to adhere to the combination of the national system and the market mechanism, and to strive to create a new situation for the sports development. The spirit of Chinese sports reflects the value orientation and cultural Chinese sports aspirations. It is not only the soul of Chinese sports, but also the precious spiritual Chinese native wealth. The Chinese sports spirit is the internal driving force for realizing the great Chinese nation rejuvenation, providing a powerful spiritual force for the great Chinese nation rejuvenation. It is necessary to combine the promotion of Chinese sportsmen with the cultivation and socialist core value practice, make full subtle sports culture use and sportsmen influence, integrate core values

into sports activities, and practice core values in sports competitions (Bilohur, Andriukaitiene, & Makieshyna, 2021).

### Conclusion

To promote the high-quality sports development in the new era, we must thoroughly implement the concept with Chinese characteristics and important expositions on sports, strengthen the Party's overall leadership of sports. It is necessary to put the political structure of the party as a fundamental structure in the first place and integrate it into the entire process of formulating and implementing the main decision-making mechanisms regarding sports work; to focus on improving the organizational strength, further strengthening the structure of grassroots party organizations in the sports system; use iron discipline to manage the party, continue to promote the construction of work style and anti-corruption work in the field of sports; increase responsibility and perform all tasks with a nail-biting spirit; adhere to the basic thinking, strengthen system construction, improve combat skills, and constantly strengthen the prevention and resolution of political risks in the field of sports and the possibility of ideological risks to ensure the realization of the goal of sports power (Oleksenko, 2017).

We must adhere to people-oriented thinking, consider people as the main part of the sports development, accept the satisfaction of people's needs in physical form and promote the comprehensive development of people as the starting point and goal of sports work, implement the national strategy "Fitness for All" and constantly improve the level of health. I am people. Entering a new era, with the continuous development of economy and society and the continuous improvement of comprehensive national strength, the main contradiction of our society has been transformed into the contradiction between people's growing needs for a better life and unbalanced and inadequate development. Sports are an important part of people's better lives. The implementation of the concept of people-oriented development in sports work means timely response to the concerns of the masses and acceptance of people's satisfaction as the main standard for checking the quality of sports work. It is necessary to constantly expand the effective provision and comprehensive use of sports facilities and structures, strive to solve the urgent and exciting problems of the masses, as well as the problems of imbalance and insufficient sports development between regions, between the city

and the countryside, and pay more attention to rural areas, low-lying areas and difficult areas with a weak base and masses, so that the results of sports development can bring more benefits to people and meet people's growing needs for quality of life, healthy lifestyle and public services.

Steadily follow the path of sports power with Chinese specifics. The sports development power is an important part of the great cause of socialism with Chinese characteristics in the new era, the highest strategic goal of my country's sports development, and an inevitable requirement for the realization of the Chinese dream of the great revival of the Chinese nation. As a social movement with vigorous vitality, enormous radiation and far-reaching influence in today's international society, the Olympic movement has surpassed sports itself after a century of development, and has become a ritual and a symbol of a human society that strives for common ideals and shares the spirit of the times. The purpose of mutual communication and mutual understanding is to promote the unity and harmony of the human family, to realize the comprehensive development of people, to strengthen the friendship of people of all countries, and to promote the cause of world peace, development and progress. It is necessary to continue to develop the Olympic spirit and the Chinese sports spirit, and further strengthen the comprehensive strength of my country's competitive sports. To deepen sports and cultural exchanges and inject new vitality into the diplomacy of major countries. My country's sports and international exchanges are focused on serving the diplomacy of a great country with Chinese characteristics and building a sports nation, and it is increasingly showing strong strength and vitality.

Actively expand the global partner network and demonstrate the responsibility of major sports, which was highly praised by the International Sports Festival. As the most inclusive modern intercultural communication language, sport has become an important resource for enhancing a country's image and cultural soft power. Sport is an important way to improve people's health, an important means to satisfy people's desire for a better life and promote the comprehensive development of people, an important driving force for promoting the economy and social development, as well as demonstrating means of the country's cultural soft power. Sports carries national prosperity and national revival dream, it is connected with the happiness of the people and the future of the nation. The basis



of sports power is mass sports. From sports strength to healthy China, people's health, people's fitness and people's happiness are on the same line. This is

the meaning of the theme of comprehensive welfare and comprehensive modernization. People's health is an important symbol of modernization.

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## ВПЛИВ ГЛОБАЛІЗАЦІЇ ТА ЦИФРОВІЗАЦІЇ НА СТАНОВЛЕННЯ І РОЗВИТОК КОНЦЕПЦІЇ ЦИФРОВОГО СПОРТУ В КИТАЇ

### Анотація

Актуальність становлення і розвитку цифрового спорту у Китаї набуває великого значення, тому що країна знаходиться на передовому рубежі цифрового спорту, який відноситься до високоякісної спортивної індустрії. З розвитком таких технологій, як штучний інтелект, великі дані та хмарні обчислення, спортивна індустрія призвела до глибоких змін, сприяючи появі такого спортивного обладнання, як розумні годинники та розумні кросівки, постійному розвитку спортивних онлайн-платформ. На рівні держави приймаються національні програми розвитку цифрового спорту, які можуть сприяти розумній модернізації спортивної індустрії, культивувати нові точки економічного зростання, формувати масове спортивне споживання та надавати новий імпульс для сприяння високоякісному розвитку спортивної індустрії. **Методологія дослідження.** Для аналізу концепції цифрового спорту в Китаї запропоновано методи системного і структурного аналізу, які дозволяють розглянути цифровий спорт як складну соціальну нелінійну систему, яка має декілька підсистем, що постійно взаємодіють з навколишнім середовищем. Поєднання синергетичного та системного методів та підходів дозволяють пояснити вплив глобалізації і цифровізації на становлення і розвиток концепції цифрового спорту у Китаї. **Об'єктом дослідження** є концепція цифрового спорту в Китаї як складний соціальний, економічний і культурний феномен. **Предметом дослідження** є вплив глобалізації і цифровізації на становлення і розвиток концепції цифрового спорту у Китаї. **Мета дослідження** – теоретичні та практичні аспекти становлення і розвитку концепції цифрового спорту у Китаї. **Результат дослідження.** 1. Досліджено цифрові технології спортивної сфери та спортивного досвіду як чинник удосконалення концепції спорту у Китаї. 2. Розкрито феномен збору та обробки даних спортсменів у цифровій трансформації спортивної індустрії Китаю. 3. Продемонстровано розвиток концепції цифрового людиноорієнтованого спорту на рівні держави. 4. Обґрунтовано розбудову концепції здорового спортивного життя Китаю. 5. Досліджено концепцію побудови спортивної держави Китаю та розвитку спортивної галузі у контексті цифровізації. Зроблено висновок, що високоякісний розвиток спортивної індустрії є важливим джерелом енергії для прискорення будівництва спортивної держави. У «Програмі будівництва спортивної держави» чітко зазначено, що до 2035 року спортивна індустрія стане опорою національна економіка. Цифровий спорт може сприяти розумній модернізації спортивної індустрії, культивувати нові точки економічного зростання, спрямовувати та формувати масове спортивне споживання та надавати новий імпульс для сприяння високоякісному розвитку спортивної індустрії.

**Ключові слова:** цифровий спорт, Китай, модель управління спортом, спортивні індустрії, здорова нація, національний дух, спорт як цінність

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