

Digital technology empowering sports health industry: Connotation, Value and application

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Abstract:

Objective: The Outline of "Healthy China 2030" Plan proposes to comprehensively promote the transformation and upgrading of the health industry to meet the growing health needs of the people. At present, digital technology, as the core driving force of social progress, deeply penetrates and reconstructs various industries, and the sports health industry is also undergoing the transformation and upgrading from traditional to intelligent. Based on the analysis of the connotation and value of digital technology enabling the sports health industry, this paper discusses the innovative application of digital technology in the sports health industry and the countermeasures and suggestions for integrated development, in order to provide ideas for realizing the vision goal of "Healthy China 2030".

Methods: Literature and logic analysis were used in this study.

Results: Empowering the sports health industry with digital technology means using cloud computing, big data, artificial intelligence, virtual reality, Internet of Things and other digital technologies to transform and optimize the content and form of service mode, management process, monitoring and evaluation of the sports health industry, which has the characteristics of individuation, intelligence, interactivity and innovation. The value is as follows: First, digital technology is put into the production process, effectively promoting the optimization of the internal structure of the sports health industry. With the help of digital means to optimize the internal structure of the industry, open up the information barriers between upstream and downstream industries and consumers, and effectively improve the supply of industrial services. Second, digital technology promotes the upgrading of industrial chains and reshapes supply chains. With the support of the Internet platform, the supply chain can be effectively simplified, industrial channels can be expanded, services can be improved, and a variety of new business forms and models can be promoted. Third, digital technology promotes industrial reform and expands the new business model of sports and health industry. With the support of digital technology, various social media platforms have broken the restrictions of time and space, enriched the diversified forms of sports and health business, and expanded the scope of

audience. The applications are as follows: (1) digital technology provides virtual and remote services, breaking through geographical and time restrictions, and users can obtain online guidance and remote monitoring through the Internet. (2) The use of virtual reality and augmented reality technology to simulate scenarios and improve the effect of sports rehabilitation through immersive virtual experience. (3) Collect and analyze sports health data, establish an intelligent decision-making system, provide individuals with precise sports prescription, sports risk prediction, health management programs, and guide scientific training. (4) Build virtual sports scene based on digital technology, combine virtual social, gamification and other elements, expand the consumption space of sports health industry.

Conclusion: Driven by digital technology and supported by modern information network, the digital, networked and intelligent level of sports health industry has been improved, the vitality of sports health market players has been stimulated, and the innovative development of new economy and new business forms has been promoted. To realize the comprehensive development of the digital sports health industry, we still need to pay attention to several key points: improve the top-level design of the digital sports health industry, and create a high-quality external environment for development; Establish and improve the supervision and management mechanism, optimize the internal market atmosphere of the digital sports health industry; Consolidate the construction of digital infrastructure, and improve the digital sports health sharing platform.

Key words: digital technology; Sports health industry; Connotation; Value; application