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RESEARCH ON THE MODEL OF UPGRADING SPORTS INDUSTRY INTO THE GEO-SPORTS INDUSTRY

The sports industry is of great value and significance for national economic growth, job creation, and meeting people's growing needs. Sports do not only play an important role in promoting national progress and civilization, economic and social development and harmony, but also an essential means to carry out national and government lines, policies and guidelines. To expand the strategic international vision and new thinking of international cooperation for the adjustment of the sports industry's industrial structure and the upgrade of the global value chain, this article analyzes the sports industry form the perspective of geo-economics and proposes the model of the geo-sports industry which based on the strategy of the Belt and Road. The article establishes that geoeconomics is an interdisciplinary science consisting of geopolitics, economic geography, regional economics, and international trade. Geoeconomics focuses on economic competition and cooperation between countries for geographic advantage and focuses on the profound influence of geographic factors on geoeconomic behavior. Based on the definition of geo-industry, this paper proposes the concept of the geo-sports industry, and analyzes the advantages and value of China's sports industry for upgrading into the geo-sports industry from political, economic and cultural aspects. Furthermore, this article analyzes the model of the geo-sports industry from aspects of the guiding ideology, the theoretical basis, the ultimate goal, key industries, the path for obtaining interests and the basic basis. This paper believes that the geo-economic strategy and practice has a huge impact on the development of the sports industry. Finally, with its advantages in politics, economy and culture, especially the increasing prominent position in the national economy, this article believes the sports industry already has the conditions to upgrade into the geo-industry.

Keywords: sports industry, sports tourism, geoeconomics, sports infrastructure, Internet + sports industry, economic competition, development.

Fig. 1. Lit. 25.

DOI: 10.32752/1993-6788-2022-1-256-257-113-125

Peer-reviewed, approved and placed: 12.11.2022

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ДОСЛІДЖЕННЯ МОДЕЛІ ПЕРЕВОДУ СПОРТИВНОЇ ІНДУСТРІЇ В ГЕОСПОРТИВНУ ІНДУСТРІЮ

Спортивна індустрія має велике значення для національного економічного зростання, створення робочих місць і задоволення зростаючих потреб людей. Спорт не тільки відіграє важливу роль у сприянні національному прогресу та цивілізації, економічному та соціальному розвитку та гармонії, але також є важливим засобом для здійснення національних та урядових ліній, політики та впровадження керівних принципів. У статті, для розширення стратегічного міжнародного бачення та нового мислення міжнародного співробітництва щодо коригування структури спортивної індустрії та оновлення глобального ланцюжка вартості, розкривається зміст спортивної індустрії, з позицій геоекономічних перспектив. Зміст дослідження базується на побудові моделі геоспортивної індустрії на основі стратегії «Пояс і шлях». У статті встановлено, що геоекономіка є міждисциплінарною наукою, що складається з геополітики, економічної географії, регіональної економіки та міжнародної торгівлі. Геоекономіка спрямована на

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посилення економічної конкуренції та співробітництва між країнами, що сприяє великому впливу географічних факторів/переваг на гео економічну поведінку. На основі визначення геоіндустрії запропоновано концепцію геоспортивної галузі, а також проаналізовано переваги та цінність спортивної індустрії Китаю для модернізації в геоспортивну галузь з політичних, економічних та культурних аспектів. Крім того, проаналізовано модель геоспортивної індустрії з аспектів керівної ідеології, теоретичної основи, кінцевої мети, ключових галузей (будівництво спортивної інфраструктури, спортивний туризм, спортивна івент-індустрія, індустрія виробництва спортивних товарів, індустрія «Інтернет + спорт» та інші). В статті обґрунтовано, що гео економічна стратегія і тактика мають величезний вплив на розвиток спортивної індустрії Китаю. У статті встановлено, що спортивна індустрія має всі умови для модернізації в геоіндустрію.

Ключові слова: спортивна індустрія, спортивний туризм, гео економіка, спортивна інфраструктура, індустрія «Інтернет + спорт», економічна конкуренція, розвиток.

Introduction and Statement of the Problem. The development of the sports industry is an important symbol and content of the construction of sports power in the new era (Yang, 2010). On August 10, 2019, the State Council general office issued the Outline for the Development of a Strong Sports Nation. The outline marks China's sports industry into high-quality development fast lane. Regional coordination, industry integration, science and technology support, and international transfer have become a new trend for the development of the sports industry. The sports industry is of great value and significance for national economic growth, job creation, and meeting people's growing needs.

However, as the saying goes, "a successful plan have to consider the overall situation of the matter, otherwise it will be difficult to succeed". The sports industry development strategy is the direction mark and accelerator to guide the rapid development of the sports industry, which has an essential influence on the planning and layout of the sports industry in the future. In recent years, the top-level design of the sports industry has been actively integrated into the national development policies, such as the new normal of economy, supply-side reform, building an innovative country, regional coordinated development strategy. In particular, the implementation of the Belt and Road geostrategic plays a vital role in the global strategic layout of China's sports industry. As the top-level design for the "going out" and "bringing in" of the sports industry, the Belt and Road Initiative has effectively served the strategy of "healthy China" and the construction of sports power.

To expand the international vision and new thinking of international cooperation for the adjustment of the sports industry's industrial structure and the upgrade of the global value chain, this article analyzes the sports industry form the perspective of geo-economics and proposes the model of the geo-sports industry which based on the strategy of the Belt and Road.

Literature Review. With the process of global economic integration and regional economic integration is accelerating, geo-economics began to flourish. The term "geo-economics" was first used by Luttwak in 1990 [14]. Since then, many scholars discussed geo-economics from different perspectives. For example: Sawengna and Thurow studied geo-economics from the perspective of international competition [18; 21]. Individual scientists consider geo-economics from the perspective of combining geo-economics with national strategy [10]. Finally, there are three schools of

geo-economics were formed. There are American, Italian and French school [12]. After that, to gain recognition and maintain relations, scholars from different fields expounded the necessity of cooperation between neighboring countries from different perspectives. They argued that the pursuit of geo-economics is not only economic interests, but comprehensive national geographic interests [11].

Nowadays, scholars have deeply researched on the topics such as the nature of geo-economics, national geo-economic interests, geo-economic strategies, transnational economic cooperation and competition and so on. They generally believe that geo-economics is an interdisciplinary discipline composed of geopolitics, economic geography, regional economics, and international trade. Geo-economics aims at economic competition and cooperation between countries to gain geographical benefits and focuses on the profound influence of geographical factors on geo-economic behavior.

Zhou et al. pointed out that both geopolitics and geo-economy are subject to and serve the needs of national survival and development. He also argued that geo-economics is a theoretical system proposed by the powers to consolidate and strengthen their power position by seizing the world market and controlling capital flow when the competition of comprehensive national strength is becoming the central theme of the world [25].

Qiu et al. pointed that geo-economics focuses on economic factors such as geographical environment, spatial relations, and distance wear, which also contains geographical solid thoughts [16].

On March 28, 2015, the Chinese government issued Vision and Actions on Jointly Building the Silk Road Economic Belt and 21-st Century Maritime Silk Road (hereinafter referred to as the Vision and Action of the BRI). The proposal of the Belt and Road initiative marked the formation of China's geo-economic strategy. As a national geostrategy, the Belt and Road initiative gives China the basic ability to participate in the strategic situation of the Eurasian continent as an important force, and greatly optimized China's external security environment.

To better play the role, geo-industry should choose those superior industries based on the economic competition and complementary relations between countries. In the past, some transnational economic cooperation projects led by China also had the nature of geo-industry. However, no scholars systematically study its connotation and operation mechanism from the perspective of geographical interests.

Problem Statement and Research Objective. The purpose of the study is to reveal the content of the sports industry from the standpoint of geoeconomic perspectives.

Key Results. Geo-industry is an industry type with the ultimate goal of serving national geographical interests. Under the guidance of national geostrategy, geo-industry strengthens the economic relations between the two sides using economic trade, overall output, and economic control and constructs the pattern of benefit sharing and asymmetric risk-taking. In this way, Geo-industry can influence the political behavior of other countries and protect their own political, economic, and security interests [17]. Geo-industry is a new concept, but not a new industrial category, nor a new thing. It can be the primary industry, the second industry, or the third industry. The primary basis of its establishment is the economic competition and complementary relationship between countries, to choose the advantageous sector to play the role of geo-industry.

This paper holds that China's sports industry is of great strategic significance to the national geostrategy. As a comprehensive product of politics, economy, culture, and society, the geo-sports industry serves national geographic interests. The geo-sports industry can play a positive role in bilateral and multilateral mechanisms between countries and help build a community of interests featuring political mutual trust, mutual economic benefit, and cultural inclusiveness [14]. Based on this, the geo-sports industry can safeguard and realize the national geographic interests mainly through politics, economy and culture.

Sports and politics have a natural "genetic relationship." Hill pointed out that sport is connected to politics at three levels: the international level, the national level, and the sporting organizational level [6]. By discussing the international relations theory, Houlihan investigated the relationship between sport and the world, and put forward his analytical framework [7]. The author believed that sport and politics are interrelated at different levels. Sports do not only play an important role in promoting national progress and civilization, economic and social development and harmony, but also an essential means to carry out national and government lines, policies and guidelines. In this sense, upgrading the sports industry into geo-industry and achieving considerable development is of great significance for the promotion of national political soft power. For the geo-sports industry, there are four ways to promote national political soft power and realize national political interests:

The geo-sports industry can show the national image. As a carrier of culture better, the sports industry shows the world the splendid culture of the Chinese nation and the excellent qualities of loving peace, persevering, and pursuing democracy and freedom. Among them, the all-around and multi-level sports exchanges and cooperation between China and countries along the Belt and Road have significantly enhanced China's political identity and unique charm, and further demonstrated the affinity and leadership of the Chinese government to the international community;

The geo-sports industry can strengthen the cohesion of all peoples of the world. The geo-sports industry plays a vital role in eliminating prejudice and conflict and promoting civilization and inclusiveness. Under the influence of the geostrategy of the Belt and Road, the "going out" of China's sports industry can eliminate the prejudice of ideology, social system, the conflict and estrangement of different civilizations, and inspire all humankind to seek common ground and respect peace and freedom;

The geo-sports industry helps promote China's political governance capabilities. As an essential political soft power, Chinese sports can play a role in accelerating China's political modernization. Under the guidance of geostrategy, both "going out" and "bringing in" the sports industry will bring profound political influence on the system and mechanism of China;

The geo-sports industry can better play a leading role in sports diplomacy. Sports diplomacy is the main part of foreign exchange activities, and undertakes the important task of shaping and maintaining national interests and spreading national image.

The sports industry plays an essential role in promoting the national economy. On August 10, 2019, The General Office of the State Council issued "the Outline of Building a Strong Country in Sports". The document sets a strategic goal of developing the sports industry into a pillar industry of the national economy by 2035. In recent year, the added value and growth rate increased significantly, and officially

entered the period of explosive development. According to the experience and growth rates of the sports industry in developed countries, the added value of China's sports industry will exceed 8 trillion yuan by 2035, accounting for more than 4% of the added value of the sports industry in GDP. In addition, the sports industry has a strong ability to absorb employment, which can promote employment growth. It is estimated that by 2035, the number of employment in the sports industry may reach 19.08 million.

The needs of China's geostrategic development and regional economic development. As an essential component of regional economic cooperation, the sports industry injects new vigor and vitality into economic globalization. The transnational cooperation of the sports industry can give full play to the leading function of the sports industry in improving people's livelihood, releasing consumption power, and transforming economic development in various countries along the Belt and Road. Furthermore, the existing multilateral cooperation mechanisms and organizations, such as Shanghai Cooperation Organization (SCO), China-ASEAN "10+1", Asia-Pacific Economic Cooperation (APEC), and China's free trade areas can promote the smooth docking of domestic and foreign sports industry resources and markets. In addition, emerging strategic platforms such as Asian Infrastructure Investment Bank and the Silk Road Fund can also promote related investment and cooperation.

The upgrading of sports goods manufacturing into geo-industry is helpful to accelerate the structural adjustment and transformation of the sports industry. By the chance brought by the Belt and Road strategy, the upgrading of China's sports industry into the geo-industry is more conducive to the upgrade of the global value chain of China's sports industry and help Chinese sports enterprises to break through the Western monopoly on the international high-end market.

In implementing the geostrategy of the Belt and Road, the government adheres to the "Culture First" policy [2]. It establishes a high degree of consciousness that culture leads the economy. The geo-sports industry can accelerate the pace and strength of international communication of China's sports culture and strengthen the cultural influence and global discourse power along the Belt and Road.

The cultural value of the geo-sports industry are as following aspects:

Under the background of regional economic integration and economic globalization, China inevitably has to cross over many civilized regions such as China, India, Muslim and western countries to implement geo-economic strategy. Cultural differences will inevitably bring some difficulties to the implementation of China's geo-economic strategy. However, Sports industry-related activities have internationally accepted technical standards, competition rules, and operating procedures. They are less affected by the size of a nation, social system, ideology, cultural tradition, religious belief, and other factors. It is easier to overcome the cultural gap in international communication activities;

The geostrategy of the Belt and Road faces doubts and prejudices from some countries along the routes and western countries. The deliberate denigration and political distrust bring uncertainties and risks for China's geostrategy. Du pointed out that under the current global political and economic pattern, China's geostrategic breakthrough should start from the field of "low politics" [3]. Taking the sports industry as the entry point in accordance with the concept of "low politics" priority devel-

opment. The coupling interaction between sports culture and the sports industry can effectively degrade the risks of "geographical distance", "cultural distance", and "system distance" faced by Chinese sports enterprises;

Sports culture is a meaningful way to build national image and soft power. Sports industry as a carrier of culture reflects a country's comprehensive competitiveness, social outlook, and values. Furthermore, global sports events are an essential channel and platform for spreading national image and demonstrating soft power;

The meaning of discourse power itself is controlling public opinion [20]. The geo-sports industry is conducive to establishing the rationality and authority of international sports discourse power. Huntington argued that with the advancement of modernization, returning to one's inherent culture has become a trend [8]. The appeal of the value of sports culture is a precious resource for constructing a sports discourse system. Therefore, the exchange and communication of sports culture can enhance the affinity, appeal, and recognition of Chinese sports discourse. More importantly, it can boost the confidence of Chinese sports discourse to the world and build a Chinese sports discourse system with mainstream status.

Under the guidance of geo-economics, the interests pursuit of the geo-sports industry changes from profit maximization to the quest for broad interests in the economy, politics, security, and other aspects. Because of the long-term nature of the realization process of overall geostrategic interests, its operation mechanism and operation environment are more complicated than the simple pursuit of economic profit maximization. The development and interests pursuit of the sports industry need long-term planning and layout of the country and the corresponding enterprises which guided by geo-economic theory. The guiding significance of geoeconomic theory is to guide powers to achieve the dominance of national interests through foreign economic means, such as talent, science and technology, capital, investment, trade, market, multinational information, and technology [1].

According to the definition of geographical industry, when the sports industry upgrades into geo-industry, its core goal is to pursue the economic profit maximization simply, but the ultimate goal of national geographic interests based on the national geo-economic strategy. National geopolitical interests mainly include economic interests, political interests, and security interests and so on [14].

This article believes that whether different types of sports industries have the advantages or feasibility of upgrading into geo-industry needs to consider sports industry-related policies of the Belt and Road initiative and the specific conditions of the sports industry market along the Belt and Road. This paper believes that the following five categories of the sports industry have the conditions to upgrade into the geo-sports industry, which are sports infrastructure construction, sports tourism, sports event industry, sports goods manufacturing industry, "Internet + sports" emerging field industry.

The sports infrastructure industry is an important carrier of the development of sports undertakings and the sports industry. Pradeep Srivastava argues that intensive infrastructure investment lasting several years is usually required in regional economic cooperation [19]. During the implementation of the Belt and Road Initiative, China has provided a large amount of infrastructure assistance to countries along the routes, including roads, railways, power grids, telecommunications networks and dams.

At present, the level of urbanization and infrastructure of countries along the Belt and Road is generally low. Furthermore, regional development is unbalanced as well. The sports infrastructure of the countries along the route is weak and the market demand is greater.

However, as social infrastructure, sports infrastructure, especially the large-scale sports infrastructure, is a quasi-public good with a noticeable spillover effect, and the simple market-oriented financing mechanism is bound to fail. Therefore, there is a large gap of infrastructure construction financing along the Belt and Road.

Under this background, China has more than 3 trillion foreign exchange reserves overseas, among which us dollar reserves account for a large proportion. It is very convenient for China to invest in sports infrastructure in the neighborhood. More importantly, the establishment of the Asian Infrastructure Investment Bank (AIIB) and the Silk Road Fund has provided long-term and massive capital investment, including equity investment and financing and other financial support, for sports infrastructure.

Overall, China's sports infrastructure construction and development capacity already has the strength of internationalization and high-tech [9]. By learning from the experience of developed countries, developing technology patents with Chinese intellectual property rights, China's sports infrastructure costs have been reduced greatly as well. Furthermore, the domestic overcapacity of steel and many other related products is also very prominent [24]. These bring huge cost advantages for Chinese enterprises participating in sports infrastructure construction in countries along the Belt and Road.

The Vision and Action of the BRI proposed to strengthen tourism cooperation, expand the scale of tourism, jointly build high-quality international tourism routes and products with the Silk Road characteristics, and improve tourist visa facilitation in countries along the Belt and Road. With the gradual deepening of strategic layout of the Belt and Road tourism, the opportunities and conditions for the development of sports tourism are becoming more mature.

It is also conducive to China's sports tourism to further explore the national culture and activate domestic and foreign markets by diversifying national characteristics. The countries along the Belt and Road have a wide range of regions, great market potential, and rich tourism resources. As major international tourism destinations and source markets in Europe and the Asia-Pacific region, the sports tourism industry can rapidly developed based on this tourism market.

The Vision and Action of the BRI pointed out that it is necessary to actively carry out sports exchange activities and support countries along the Belt and Road to hold mega-sporting events. It provides policy support for upgrading the sports event industry into the geo-industry. From the current pattern of the world sports market, the United States, Britain, France, and other western leading countries in economic development are ahead of China in sports event brand building, professional sports product development, international brand image, and other aspects. The great cultural and sports demands of local people can also become one of the more favorable advantages in the growth of sports event brands in China.

The manufacturing industry plays an important role in a country's international competition, and it is the cornerstone of a country's economy [23]. The Vision and

Action of the BRI put forward the requirements of optimizing the division of labor and distribution of industrial chains and promoting the coordinated development of upstream and downstream industrial chains and related industries. It also encouraged promoting the development of industrial clusters by building overseas economic and trade cooperation zones, cross-border economic cooperation zones, and other industrial parks.

Although there is a certain gap between China's sporting goods enterprises and the United States and Europe, China's sporting goods has had the foundation to build a global value chain after early foreign investment and industrial technology upgrading. Even if it is difficult to build the global value chain of the Sporting goods manufacturing industry led by China in the short term, it can realized in the area of the Belt and Road.

Regarding the international market, with the market saturation of developed countries, China's Sporting goods manufacturing industry has been difficult to expand market share further. However, countries along the Belt and Road have a total population of about 4.4 billion and an economic aggregate of about \$21 trillion, accounting for 63 percent and 29 percent of the world's total, respectively. The market size and potential are unique.

China's sporting goods enterprises can not only export a large number of high-quality and inexpensive Sporting goods, but also can export equipment and technology to the countries along the Belt and Road. At the same time, it increases the coverage of the international sporting goods market, which can greatly enhance the international visibility of enterprises. In addition, the Belt and Road Initiative can also actively promote trade liberalization and eliminate trade barriers in Sporting goods.

"Internet + Sports" refers to the thinking mode of applying the Internet to the whole market, users, products, value chain, and the entire business ecology of the traditional sports industry.

China's "Internet + sports" consumption market has formed a relatively complete industrial chain, including IP, supplies, event operation, guessing, training, e-commerce, and other industries [15]. There is no doubt that the perfect integration of the Internet and sports in China has laid an ecological foundation for developing the sports industry in the future. Nowadays, "Internet+sports", as an emerging industry, has witnessed explosive growth in China.

Nowadays, in the new round of scientific and technological revolution, relying on China's advantages in 5G, VR, artificial intelligence, and other communication and electronic fields, China's Sporting goods manufacturing industry has integrated with the digital economy, sharing economy, and experience economy. Intelligent wearable equipment, sports fitness equipment, sports rehabilitation training equipment, and other strategic emerging products produced accelerate the upgrading of Sporting goods manufacturing industry. With high international competitiveness, emerging sports products lead Sporting goods to demand of domestic. Therefore, China's Sporting goods manufacturing industry realizes "Overtaking and lane changing".

Finally, the construction of Internet information drives the development of all other industries. Therefore, the improvement of communication infrastructure along the Belt and Road has laid a solid material foundation for promoting of the "Internet + Sports" emerging industry.

Nowadays, more and more consumers around the world use the Internet to consume sports, watch sports programs, socialize sports, collect sports resources, etc.

In particular, although the outbreak of the global epidemic in 2020 has affected the overall development of the global sports industry, the users of online fitness apps has shown an explosive growth. User's consumption and the use of sports systems have been formed ample data resources, which provide convenience for the databased support of the development of the sports industry and trigger the transformation of the sports production model and business model.

In the framework of regional economic integration, a series of transnational economic cooperation carried out by transnational corporations is the fundamental path for the geo-sports industry to pursue geographic interests. Strictly speaking, transnational economic cooperation actively pursues geo-economic interests, while other geographic interests are only external effects of economic cooperation behavior. The transnational economic cooperation led by the geo-sports industry is active in pursuing economic interests, political interests, security interests, and other aspects, which can make the security of geographic interests more stable and long-term.

What needs to emphasized is, as the fundamental path of the geo-sports industry to pursue geographic interests; transnational economic cooperation is the result of regional economic integration and the interaction of transnational enterprises. Among them, regional economic integration, namely regional economic integration or regional economic collectivization, is the essential feature of the geo-economy [5].

Nowadays, no country can be free from the wave of regional economic integration for a long time. Furthermore, the transnational corporation is the most active element in the geo-economy, and also an important means and tool in geo-economic competition [13].

There are two basis, which the geo-sports industry has to follow for obtaining national interests. One basic is the geo-economic factors. The other one is geo-economic relationship between two countries.

The model of the sports industry upgrades into geo-industry can be expressed in Figure 1.

From the perspective of geo-economy, the development of the geo-sports industry does not only have its development law and internal growth mechanism, but also interacts with other influencing factors, especially geo-economic factors. Due to geographical-related economic activity in the sports industry mainly being a transnational economic activity, the geo-sports industry is affected by various factors of geo-economics. The factors of geo-economics include the diplomatic relations between the two countries, the relationship between the spatial location, and the third national competition and intervention, the country's economic system and policy, capital needs for industrial cooperation, bearing capacity of resources and environment, religious-cultural differences and so on. Therefore, we should fully pay attention to the influence of geo-economic factors on the geo-sports industry.

Geo-economic relations have a certain hierarchy. From a large perspective, it can reflect the relationship between countries and even the world's major regional economic groups (such as EU, NAFTA, and ASEAN). From a small perspective, it can also reflect the geographical relations between provinces and cities within a country, or even the sub-regions within a minor regional system. But no matter which

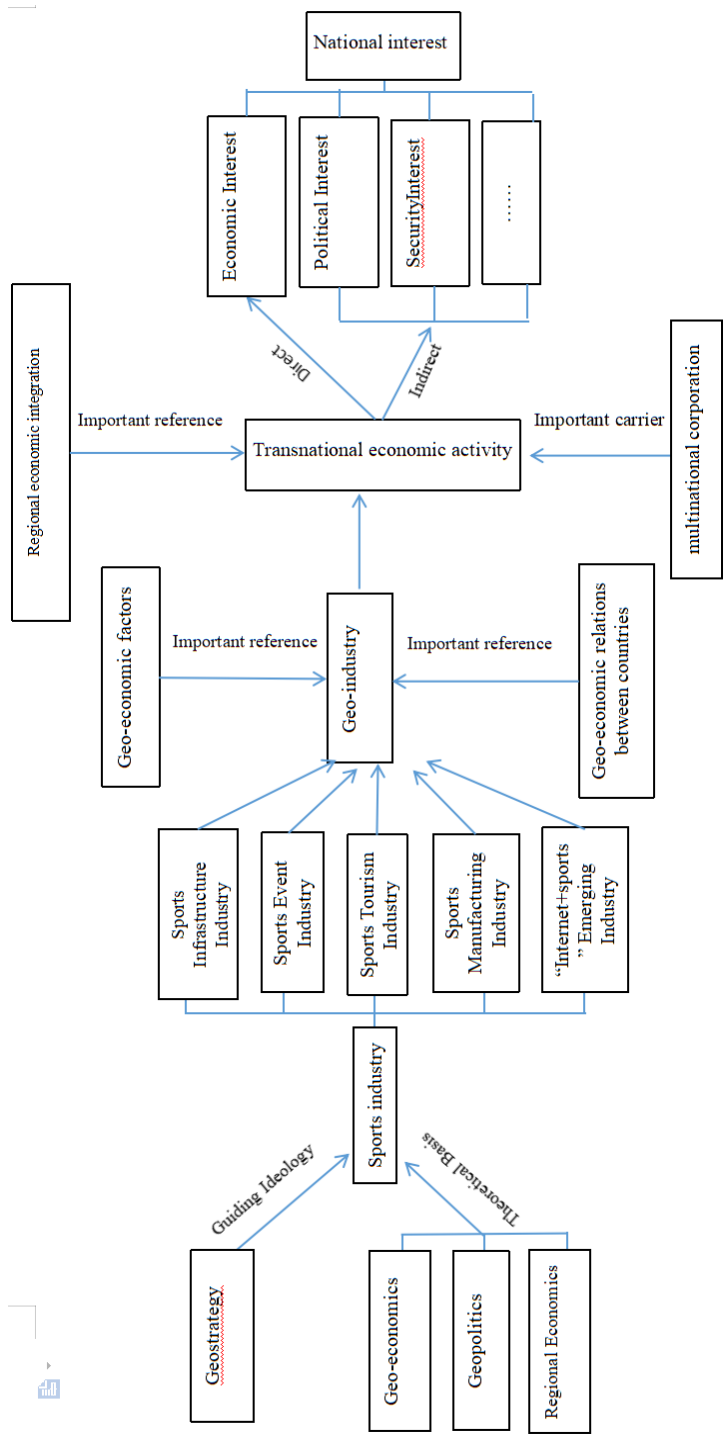


Figure 1. The model of the sports industry upgrades into geo-industry

level, the economic development of any two regions or countries is mutually influenced. The analysis of the geo-economic competitiveness and complementarity between two countries can help to select the docking sports industries, docking routes, and docking countries with great potential for cooperation.

Conclusions and Directions for further investigation. In summary, the sports industry already has the conditions to upgrade into the geo-industry. The article states, that the strategic position of the sports industry will be promoted when it upgrades into the geo-sports industry. In addition, there is no doubt that the geo-sports industry builds a bridge between geo-economic theory and geo-economic practice. This research does not only enrich the content system of geo-economics, but also help the country formulate a scientific geostrategy.

However, the geo-sports industry is still a brand-new concept currently, and there is no research result that can be directly used for reference. Therefore, this article believes that further research should focus on more detailed content of the geo-related sports industry, such as the industrial selection, the spatial organization, the operation mechanism, geo-environment, risk warning and policy system and so on.

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