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SPORTS IN A COVID-19 PANDEMIC

Introduction. The COVID-19 caused a global pandemic. It began in Wuhan (China) in December 2019. On January 30, 2020, the World Health Organization declared a health emergency and defined it as a pandemic on March 11, 2020.

The global sports industry is estimated at \$ 756 billion in annual terms. Sport is a prominent sector in the economy of regions of the world and individual countries. For example, in the EU, the share of GDP related to sports is 279.7 billion euros, which is equivalent to 2.12% of the total EU GDP. Major leagues in the United States (MLB), Major League Soccer (MLS), National Hockey League (NHL), National Basketball Association (NBA), National Football League (NFL), and Europe are projected to be the most affected (English Premier League, Spanish La Liga; cricket, rugby and football in the UK, Italian Serie A, French League 1).

Objectives of the paper are to analyze the situation in sports and design recommendations for opening sports activities.

Review of recent publications. Sports are an integral part of international relations that is evidenced by international legal acts: UNESCO Action Plan on Strengthening Law and Order in Sport and Ensuring Its Public Accessibility, UN Human Rights Council Resolution "Promoting Human Rights through Sport and the Ideals of the Olympic Movement", Final Act of the Conference on Security and Cooperation in Europe.

Under the pressure of pandemic (COVID-19) many professional and amateur leagues put their activities on hold, postponed or suspended competitions and training. European Football Championship and the Tokyo Olympics are rescheduled. The pandemic caused havoc in the world of sports as the World Health Organization (WHO) issued a recommendation to avoid crowds.

Results of the research. To prevent the spread of Covid-19, the following measures are recommended: 1) to quarantine and test athletes before sports events; 2) to introduce e-sports events for the fans and spectators; 3) to focus on non-contact sports that are considered safe during the Covid-19 pandemic.

All three recommendations are easy to implement and practice. The quarantine and testing of athletes can significantly reduce the risk of contracting the disease. The *e-sport* events offer remote access to competitions to the public. The problems are mostly technical: Internet speed, equipment, additional resources. Non-contact sports allow people to protect their health.

Conclusion. The sports and entertainment industry move to online formats. Significant losses are due to falling revenues from the sale of broadcasting rights, commercial activities and matches. Falling incomes of sports organizations hurt the

position of athletes (job loss, reduction of wages). The main support for the sports industry is provided by national governments.

Experts do not expect serious long-term consequences of the COVID-19 pandemic for international sports competitions, except for the rescheduled events. Recommendations: The aftermath of the COVID-19 pandemic will increase attention to the health of athletes, spectators, and society and introduce new measures to prevent the spread of coronavirus infection during public events, including temperature screening, limited occupancy, personal protective equipment, medical examinations, and others. Immediately after the pandemic, there may be a significant increase in interest in sports due to the accumulation of demand from fans and increased attention of citizens to their health.

To reduce the spread and risk of coronavirus infection, the following options can be put forward to address the issue of sports: 1) quarantine and testing of athletes, 2) online e-sports, 3) non-contact safe sports.

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PUBLIC DIPLOMACY: SPORTS CASE

Introduction: International affairs with many centers of power interacting are guided by diverse interests form a hierarchically polycentric structure. According to G. Kissinger, world order is getting constantly transformed to ensure the sustainable development of the relationship and avoid conflicts. Diplomacy is a tool to achieve the common goals of peace and prosperity. G. Palmerston said about Great Britain: “We have no eternal allies, and we have no perpetual enemies. Our interests are eternal and perpetual, and those interests it is our duty to follow.” According to G. Morgenthau political international power relies on the psychological influence of those who have it and those who do not. The powerful party can control the actions of the weak party: and it is called “smart power”.

Review of recent publications: J. Nye wrote extensively on the “soft power”. He identifies 3 definitions of public diplomacy. The first one is based on realism and defines “public diplomacy” as a state policy instrument aimed at ensuring national