

Study on the Development Mode of Public Service Resources on Mass Sports in Xi'an after the National Games

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Abstract: Mass sports events is an important way to promote the development of national sports industry, stimulate the upgrading of regional living service consumption. This study discusses the function orientation of competition venues in the urban system and the role of mass sports event resources after the games. The study discusses the development of mass sports events in Xi'an from three types, single-functional venues, multi-functional venues and other venues, and provides some practical ideas for the development of mass sports events after the National Games.

1. Characteristics of mass sports events

Mass sport events have highly flexible characteristics and there are numerous classifications for mass sport events. Among the studies, the proposed ones are classified according to the perspective of the event organizers, which is also the current method of classifying mass sport events statistics by Xi'an Bureau of Statistics, they are divided into events organized by governments at all levels, sports bureaus, other associations or units, etc.; they can be classified into periodic events and temporary/single events from the perspective of whether the events are cyclical or not; and they can be classified into comprehensive events or Single events. Other classifications are similar in terms of the region in which the event is held, the restrictions on who can participate in the event, and so on. But for all types of mass sports events, there are certain commonalities. Firstly, all mass sports events belong to the broad category of sports events, but they are obviously different from competitive sports events, and the main participants of the events are the general public rather than professional athletes; secondly, the organization of mass sports events is flexible and diverse, and the purpose of the competition is mainly fitness and leisure; finally, the events generally have certain economic benefits [1, 2].

Under the background of canceling the examination and approval system for mass sports events and promoting the high-quality development of the sports competition performance industry and the fitness and leisure industry, China's mass sports events have ushered in a broad space for development [3]. Whether it is policy support or the needs of people's leisure life, it is a solid foundation for the development of mass events. However, according to the development of mass

events, many problems have been exposed, such as insufficient market development, imperfect service system and groups that lack enthusiasm for participating in mass events[4]. The existence of these problems is related to the time period of the development of mass sports events in China, and the imperfection of supporting services and markets, so to promote the development of mass sports events in China, the joint efforts and promotion of all aspects are still needed.

2. Development pattern of mass sports public service resources in Xi'an after the National Games

Among the 64 competition venues used in the 14th National Games held in Xi'an, 14 of them were existing venues, 12 were newly built, and the rest were renovated or constructed to some extent according to the needs of the program based on the old venues. Xi'an Sports Center is located in the International Port Area, and the basic supporting facilities include outdoor athletic field, outdoor soccer field, outdoor basketball training field, outdoor swimming pool, indoor diving and swimming pool, indoor comprehensive competition training hall, and water training center, etc. It is a comprehensive venue integrating many functions such as sports competition, training, fitness, and performance [5]. Among the venues of the National Games competition include a category of the gymnasium in the university campus, which is more special, compared with other venues discussed today, due to management factors, the venues built in colleges and universities often cannot be made effectively open to the public, so the degree of opening to the masses should be planned specifically according to its own construction and utilization purposes.

2.1 The government should play an organizational and leading role in fixed-function venues

Stadiums with fixed functions can be classified as single-function venues. This kind of venues are generally used as special venues for a certain competition in the 14th National Games. They are used as competition venues during the competition period and are generally used as high-level training venues after the competition. Their functional positioning is relatively fixed, not easy to change. The post-match application of these venues is still to be used by other fixed event-related competition and training. Most of these venues are operating at a loss. Due to the low mass base and high operation and maintenance costs, most of these venues are State-owned, so it is more necessary for the government and corresponding functional departments to promote its development planning from the perspective of macro management.

For example, the newly-built shooting and golf stadiums for the National Games in Xi'an belong to this type of project. The stadium construction is far away from the urban area, and the transportation is not convenient enough for mass events. They are generally developed as training bases. For the use of training bases and the holding of related types of events, it is difficult to achieve the desired revenue effect by relying solely on the operation of the venue itself. This kind of stadium needs the power of the government platform to provide guarantee for the survival of the stadium, and to gather social forces for the development of the stadium and the mobilization of resources. This kind of stadium is also a typical application condition for the reform of mass sports competitions. In this process, it is necessary to highlight the service role of the government in such venues, but also to give the specific managers of the venues the freedom to adapt to the market flexibly.

2.2 Strengthen the promotion of new media for multifunctional venues and attach importance to the branding of mass sports events

The multi-functional venue can be used as a competition venue for various types of projects during the competition period. Due to the more inclusive design, it can also be used as a venue for leisure and entertainment, commercial performances or large conferences during non-competition

periods. Such venues include the Shaanxi Provincial Gymnasium used in the 14th National Games, Xi'an Olympic Sports Center Gymnasium, City Sports Park Gymnasium, etc. These gymnasiums also have the function of holding large-scale commercial performances, business meetings and other group activities. However, compared with some cities where the entertainment economy and performing arts activities are more active, the income from this type of function is still relatively insufficient in the frequency of activities, and it is not enough to support the daily operation of such venues. Therefore, it is still necessary to further develop local mass sports activities. Fully activate the utilization of venues.

The biggest advantage of the post-match development of multi-functional venues is the diversification of venue functions, and such venues generally have complete surrounding facilities and convenient transportation. Various types of competition activities can be carried out in the venues, especially some of the more popular sports that more suitable for mass sports competitions. The development of such venues has certain requirements for the surrounding urban service activities, but at the same time, it can also stimulate the consumption behavior around the venues and give the public a better experience of sports and leisure activities. Therefore, such venues are the subjects with the greatest potential to activate sports consumption behavior, but the current mass influence and market development of such venues are still relatively low.

That the online platforms and publicity of most mass sports events in Xi'an have not done well. For example, the various basketball tournaments organized by platforms such as Sina basketball game every year are rarely carried out in large arenas, but are more likely to land in some parks and other more places.

Therefore, such venues need to pay attention to expanding their own influence, especially the influence on the sports activities of citizens in the area, their own ability to organize events and the creation of venue brand events, and actively cooperate with events that already have certain influence. Open up ideas from a variety of new media promotion channels, attract more sports enthusiasts' attention, support mass sports events in the region, and gradually form a mass sports event development industry chain with itself as the core. When promoting mass sports events developed by venues, it can be combined with the current form of webcast with large audience traffic to conduct live broadcast of the competition, Weibo and WeChat promotion, etc. At the same time, more audiences who cannot reach the competition site can also increased interest in or motivation to participate in related events.

2.3 Expand venues located in remote areas and expand the scope of participation in mass sports events

The mode of developing mass sports competitions in fixed-function venues and multi-functional venues has been discussed above, but regardless of whether the venues can carry out sports competitions related to their events after the games, in order to play a role in promoting sports consumption and industrial development, the development of the venues needs to be connected with the masses in the area. At present, most of the venues in Xi'an tend to serve the masses in the urban area, and the radiation effect on the surrounding masses and the industrial development of districts and counties have not played a good or expected leading role in the initial stage of construction.

Judging from the experience of holding the National Games in China in recent years, the site selection of many stadium projects has paid more and more attention to the development of the venues in the formation of regional sports industry clusters. It is directly related to whether the venue can effectively activate the connection between the venue and the mass sports activities in the area. How to make these venues take the urban area of Xi'an as the core, and radiate to surrounding areas such as Chang'an District, Hui District, Gaoling District, Zhouzhi County and Yangling District through the venues, so as to form a public sports service function with regional service significance and promote the public sports in the region. Taking the football base and shooting sports base in Hui District as an example, it is possible to gradually increase the proportion of

related items in the sports and leisure activities of the surrounding people, thus improving the sports and leisure consumption behavior of the surrounding people, cultivate a group of people with the ability to participate competitions, then is a matter of time to hold related competitions.

Taking the rowing event created by Qingdao after the National Games was held as an example, the gradual development from leisure and entertainment projects to nationally well-known brand events is a successful exploration of this road. In the past, these venues also held certain public welfare events or activities, but they could not effectively stimulate the consumption behavior of the masses, and also brought certain financial pressure to the local government to support the activities, which is not conducive to the long-term development of the industry. Gradually activating the sports entertainment and leisure life behaviors of the masses, and bringing in the mass base of consumption and participation, is the effective way for venues and mass sports activities to interact and benefit together[6].

Take the rowing events created in Qingdao after the National Games, for example, the gradual development from a recreational project to a nationally known brand event is a successful exploration of this road. In the past, these venues also held certain public welfare events or activities, but they could not effectively stimulate the consumption behavior of the masses, and also brought some financial pressure on the local government to support the activities, which was not conducive to the long-term development of the industry. Gradually activating the sports entertainment and leisure life behavior of the masses, bringing consumption and participation of the masses, is the effective way to truly make the venues and mass sports activities interact and develop together.

3. Conclusion

A major sports event itself is a national competition closely related to mass fitness, leisure and entertainment. The basis of high-level professional sports competition is the development of social productivity and the people's demand for health and entertainment. Sports represent the concern and love for spiritual and cultural life, and after the competition is often a valuable stage for the masses to develop their own sports ability and pay attention to fitness. From the discussion of the masses after the Olympic Games, National Games and other games in recent years, the enthusiasm for sports events is constantly increasing, which reflects the needs of the masses for competitions and services that are suitable for public participation and enrich their sports and leisure life. This study combines the relationship between major events and mass sports events, taking the 14th National Games as an example, and discusses how to make better use of the venue resources after the competition to promote the development of mass sports events and drive the development of the regional sports industry. The level of regional sports public services and the utilization of venues after the games have important practical significance.

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