

Research on Mass Sports Events in China

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Abstract: Mass sports play a decisive role in the construction of a sports powerhouse. Chinese mass sports have their own unique characteristics, event service system, and influencing factors. Guided by the correct development concept, we will promote the development of mass sports and the construction of a sports powerhouse through measures such as improving management mechanisms, improving competition systems, solving funding problems, cultivating diverse systems, and increasing the number of participants.

Building a strong sports country, mass sports is an important part of sports development and the foundation of a strong sports country. With the continuous development of China's economy, sports and people's livelihood are constantly mentioned and a key development topic at the national level and in various provinces and cities. Sports events, as the focal point and explosive point of sports development, also play a very important role in the development of mass sports.

1. Overview of Mass Sports Events

1.1 Concept of Mass Sports Events

Mass sports is a wide range of sports activities that involve fitness, entertainment, and enriching sports culture through sports events and different forms of exercise. Sports events are a series of related activities organized on the basis of sports competitions, while mass sports events are sports events that involve non-registered professional athletes as the participating group [1]. This type of activity mainly aims to participate in individual physical and mental health, fitness, entertainment, and leisure, and has characteristics such as diverse organizational forms, wide participation, strong interest, diversified funding, and certain influence [2].

1.2 Categories of mass sports events

China has a vast territory and a large population. Different regions, hosting units, scales, and nature of mass sports events have different purposes and meanings, as well as different organizational forms. To sum up, there are probably the following types: (1) National large-scale mass sports events organized by the Sports Bureau and Sports Federation, such as the "National Sports Congress" and "National Ethnic Minority Traditional Sports Games", (2) Provincial and municipal level individual mass sports events organized by various individual sports associations, such as the "National Adult Swimming Competition" and the "Guangzhou Badminton Championships", (3) community and township mass sports events organized by grassroots mass

sports management organizations such as communities and street offices, (4) commercial events organized by some large companies and enterprises, (5) small events with rich content and diverse forms organized by large shopping malls, (6) A micro event, such as a basketball or badminton match organized by some friends in the same circle, a group of netizens on the same forum online, or members of several local associations, usually consisting of only a few dozen people participating in a single or two game, is the smallest unit of mass sports competition. (7) Some training clubs hold competitions of varying sizes within or between clubs. [3, 4] Mass sports events also include public welfare events that are not primarily for profit, such as public welfare basketball events. [5]

2. China's Mass Sports Event Service System

The service system for mass sports events is a series of specific services provided to participants who frequently participate in mass sports events, with the aim of creating a good environment for mass sports events, promoting mass sports event management, ensuring and improving the quality of mass sports event services, under the guidance of various specific laws, policies, and relevant local regulations formulated by the state. Its essence is to integrate various interacting objects and mutually constraining factors that affect mass sports events into an organic whole of service, guarantee, and adaptability, to standardize management work and maximize service efficiency, thereby meeting the needs of the general public for event services during the participation in sports competitions, which including organizational leadership system, service guarantee system (system, venue, referee, medical, security transportation), marketing system, event guidance system, information release system, supervision and evaluation system, etc. [6].

3. Factors influencing the development of mass sports events

The factors that affect the hosting of mass sports events are divided into 12 categories: organizational measures, government intentions, funding, event sponsorship, event fairness, venue facilities, public needs, project settings, sports awareness, security measures, volunteer service, and competition level. The main influencing factors include six aspects: venue facilities, organizational measures, government intentions, event sponsorship, event fairness, and project settings. Excessive commercialization of market operations can have adverse effects on mass sports events, such as unfair participation, unfair rulings, and unfair environment leading to unfair competition results, affecting the healthy development of sports events.

4. Suggestions for the Development of Chinese Mass Sports Events

4.1 Development guiding idea of mass sports events

The development and growth of mass sports events need to be supported and guided by good ideas. The particularity of mass sports events determines that "competitions are not only competitive and serious, but should also be public and entertainment" [7]. The event organizer should fully explore the connotation of the event, make it attractive, and "provide a way of life" for participants, operate the event as a brand, and operate it as an industrial platform that integrates sports, tourism, and a certain industry, Achieve the goal of "having activities every week, competitions every month, climaxes in stages, and continuous development throughout the year", forming a socialized mass sports characteristic brand system, and contributing to regional economic growth and urban development.

4.2 Development momentum of mass sports events

The development of mass sports events requires motivation. According to sociological theory, the sources of motivation are divided into subjective motivation, operational motivation, motivational motivation, and penetrating motivation. The subjective driving force provides personnel guarantee for the development of mass sports events, the operational driving force provides policy and material guarantee for the development of mass sports events, the motivational driving force provides spiritual and media support guarantee for the development of mass sports events, and the penetrating driving force provides financial guarantee for the development of mass sports events.

4.3 Development Measures for Mass Sports Events

Scholars have proposed various measures to promote the development of mass sports events in response to their unique characteristics and current development status.

4.3.1 Improving the management mechanism and standardize the organization, management, and service functions of mass sports events.

The organization and management of mass sports events mainly include the organization structure, incentive mechanism guidance, competition form, safety responsibility and market development of the events. The completion of these tasks requires professional organization and personnel as the basic guarantee. Hence cultivating professional personnel, strengthening the construction of talent teams in Jinjiang folk sports organizations, improving management quality, building a professional and high-quality management team, and standardizing the operation of sports events will be required. As well as enhancing the vitality and management level of Jinjiang folk sports organizations. The government should encourage the establishment and standardized management of non-governmental sports organizations, increase policy guarantees for the construction of non-governmental sports organizations, establish funding mechanisms for non-governmental sports organizations, encourage social sports organizations to organize training for judges and other professionals needed for mass sports event organizations, increase the number of sports event professionals, and assist in standardizing sports event management [1,2].

4.3.2 Improving the competition system for mass sports events and establishing a competition system.

To understand and reflect the sports needs of the masses, we need to improve the setting of sports events, actively innovate the methods of organizing mass sports events, ensure the healthy development of various levels and types of events, while taking serving residents as the mission and taking residents' bodies as the responsibility to achieve performance in enhancing residents' physical fitness. We also need to establish a system related to events, and improve service quality.

4.3.3 Promoting and improving market-oriented operation to solve the problem of financial difficulties.

To fix the financial problem, fully integrating resources, expanding investment channels, supporting enterprises to collaborate with higher education institutions and research institutions to establish a collaborative innovation mechanism between industry, academia, and research, adopting a development model that integrates industry, academia, and research, combining scientific and technological resources, information resources, cultural resources and natural resources in order to

convert them into productive forces. Which means, strengthening cooperation with universities or other enterprises and institutions will be an efficient way to collaborate in innovation and overcome difficulties in funding and venue equipment. For example, the "Beijing Tianjin Hebei Integrated Sports Development Collaborative Innovation Center" jointly created by Capital Sports College and Chengde Municipal People's Government [4].

4.3.4 Based on the development and integration of special resources, strengthening the cultural construction of mass sports events.

The solutions are fully utilizing the overall distribution of regional resources to form a development direction for natural sports and cultural sports, integrating sports events with local natural scenery and cultural resources, summarizing and extracting event culture, so as to form a mass event culture with local and project characteristics. Efforts will be made to create high-level, widely participated, and well-known sports events, establish mass sports characteristic brand activities with a sense of the times and a sense of the times, highlight the image, innovation, and wide adaptability of mass sports brands, and use mass cultural brand activities as the driving force to promote the great development and prosperity of rural culture, community culture, and square culture in the entire region.

4.3.5 Actively promoting and creating a situation of "universal participation".

What we can do are positioning mass sports events as entertainment, with which focus on relaxed, interesting, stimulating, and suspenseful competition content, supplemented by the introduction of sports culture, history, connotation, and interesting events, widely promoting scientific fitness knowledge and event information. Through mass media such as television, newspapers, portal websites, and We-Media, mass sports events are promoted to the general public and the public, attracting and targeting audiences, and continuously launching hot and highlight reports. Furthermore, we aim to create a warm atmosphere of social public opinion and create a joyful sports event throughout society, integrating sports into people's lives, shifting from a "watching mode" to a "feeling mode" of mass events, enriching the participation experience, increasing the charm of the competition, and elevating and blooming the national spirit and wisdom. [4]

4.3.6 Actively promoting and increasing the participation population.

The essence of the development of mass sports events is to continuously increase the number of participants and expand their influence on the basis of good operation, thereby enhancing the influence of the event and fully leveraging its social benefits. Therefore, various promotional methods should be adopted, such as reducing registration fees, increasing bonuses, increasing the number of winners, enriching participation methods, and engaging professionals to encourage more people to participate in the competition, expand the influence of the competition, and improve the social benefits of the competition. [2]

Based on different regions, different levels of economic development, and different sports development conditions, we shall explore and select suitable management models for mass sports characteristic brand activities, establish a diversified, scientific, and objective environment suitable management system and operation mechanism for regional mass sports brand activities. In addition to enriching the mass sports event system, innovating mass sports event products, and gradually establishing a warm mass sports atmosphere, promoting the vigorous development of mass sports can gradually improve the level of sports knowledge and scientific fitness ability of the public and thus promote the construction of a sports powerhouse.

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