

Research on the Mechanism of Large Sports Events Promoting the Development of Urban Influence

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Abstract: Large sports events can drive the growth of traditional industries in the host area and directly drive the development of the three major industries in the urban construction system. From the current situation of sports events, it can be seen that they are beneficial for stimulating people's health and sports awareness, and inspiring people's longing for the host city. However, the hosting of sports events also has drawbacks, which can harm the interests of those who do not participate in sports events and hinder their resettlement after the event. This article attempts to analyze the mechanism by which large-scale sports events promote the development of urban influence. The rapid development of large-scale events is relatively difficult for some host cities, as the operational capacity, estimated operating costs, and investment in event operations cannot be properly handled. At the same time, it brings an increased financial burden to the government. In this regard, large-scale sports events require a lot of manpower, material resources, and financial resources to be held. Therefore, in the preparation stage, organizers must fully budget and plan, and prepare emergency plans to prevent the occurrence of unexpected events that affect the smooth holding of sports events.

1. Introduction

Traditional sports events are still the sports focus of the public. Modern large-scale sports events have their own rich attributes, which have good guiding benefits for the sports consciousness of modern cities and the public [1]. Through the dissemination of various media, sports events make the charm of the events fully displayed in front of the audience, and the sports behavior, psychological influence and behavior suggestion of the audience are more obvious. Audiences watch an impressive and vivid sports event, and the intuitive visual psychological experience inspires strong motivation for sports experience[2]. Large-scale sports events play an active role in enhancing the competitiveness of the city, condensing the centripetal force of the citizens and promoting the economic, cultural and social life of the city. Judging from the current situation of related sports events, it is beneficial to stimulate people's health and sports awareness and arouse people's yearning for the host city, but the holding of sports events also has disadvantages, which will damage the interests of those who have not participated in sports events and hinder the resettlement after the games [3-4]. A sports event with an audience of over 1000 authorized by international or regional sports organizations and significant social and economic benefits to the host city is called a large-scale sports event. The so-called 'large-scale' has two meanings. Firstly, it

refers to the enormous scale of the event; Secondly, it refers to the enormous influence of events, such as the Olympics and Asian Games. The World Cup Football Tournament, World Professional Tennis Tournament, and other events are some examples that have a huge impact on the social economy. They can improve the level of urban sports infrastructure and enrich citizens' leisure and entertainment lives. The social masses who know something about it are also gradually trying to incorporate the sports behavior of the urban masses into their own marketing strategy of purchasing property and wealth, and are exploring to expand and implement it. This paper attempts to analyze the mechanism of large-scale sports events promoting the development of urban influence. The competitions are classified according to the scale of the competitions and the importance attached by the state to the sports events. To sum up, it is considered that large-scale sports events are special events with large scale, high investment, fine management, high degree of commercialization and high attention. The comprehensive effect and value of related industries formed by sports events and related activities are recognized by governments at all levels and the public.

2. The impact of large-scale sports events on urban economic development

2.1. Promoting the growth of urban economic benefits

The development of a city depends on the people, their cultural quality and cultural life. The development of a city relies on the people, and the cultural life of the people is rich. The improvement of cultural quality can also demonstrate the progress and development of the city from the side[5]. The development of a city cannot be separated from the choices of the people, and the ultimate choices of the people will also affect the development prospects of a city. The pre competition infrastructure construction and sports services during the competition will provide a large number of employment opportunities for the host city, and alleviate employment pressure within a certain period of time[6]. The holding of large-scale sports events is not a one-off event. If the host city wants to promote the city's development with the help of sports events, it needs to maintain the sustainability of sports events. Depending on the actual situation of the city, it can hold a sports event for many years in a row, or it can choose sports events with similar nature or different events and belonging to the same level, so as to strive to create brand events that belong to the city. In addition, the hosting of large-scale sports events will also drive many industries, including high-tech industries, finance and insurance, tourism and other service industries. Among them, tourism is the most intuitive way to drive economic growth. Although people have different views on attention economy and influence economy, the two are interdependent and exist in a symbiotic relationship[7]. Economic activities that rely on attracting people's attention to obtain value, therefore the attention economy is also known as the "eyeball economy". Long, long ago, people knew the important role of influence, which evolved from people's word-of-mouth to various forms of mass media promotion today.

2.2. Increased urban tourism consumption

To promote the development of urban tourism, the holding of large-scale sports events is also an opportunity for tourism development. In order to watch sports events, the audience traveled thousands of miles to the host city, and the audience became a tourist consumption group. Athletes, coaches and referees will also come to the host city to watch and travel, so the city can publicize the city attractions, parks, gymnasiums and so on, thus expanding the audience [8-9]. In addition, holding large-scale sports events should also be combined with the industrial structure of the host city and pay attention to the adjustment of industrial structure. Large-scale sports events belong to the category of cultural industries. Sports events can promote the development of sporting goods

industries such as sportswear, footwear, venue construction, and other related industries such as tourism and convention and exhibition industry. The influx of a large number of tourists from other regions or abroad is bound to bring new cultural atmosphere, different languages, different skin colors, different costumes and different living habits, all of which are integrated in the time and space of the formation of sports events, effectively promoting the exchanges between different cultures, which is also the reason why sports are popular among people of all ethnic groups in the world [10].

3. The negative impact and measures of large-scale sports events on the host city

3.1. The negative impact of large-scale sports events on the host city

The negative impact of large-scale events on the urban economy. The impact of large-scale events on urban economy also has two sides, especially in developing countries like China. The rapid development of large-scale events is relatively difficult for some host cities, as the operational capacity, estimated operating costs, and investment in event operations cannot be properly handled. At the same time, it brings an increased financial burden to the government. Everything has two sides, which can have both positive and negative impacts, as well as large sports events. The negative impact of large-scale sports events on the host city is mainly reflected in three aspects, as shown in Figure 1.

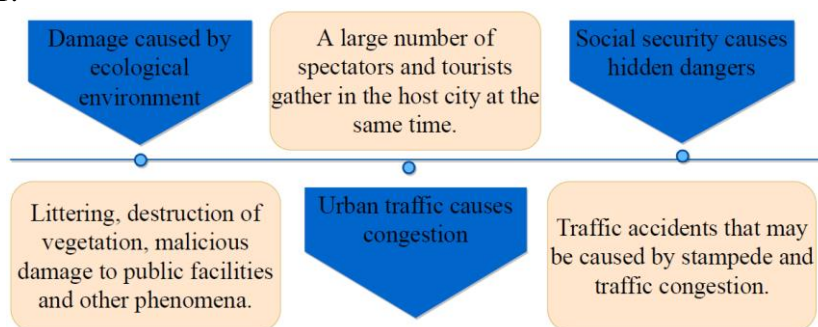


Figure 1: The negative impact of large-scale sports events on the host city

From the figure, it is mainly summarized from the following three aspects. First, it has caused some damage to the ecological environment. Large-scale sports events require re-planning and deployment of urban road traffic, which directly leads to the travel difficulties of urban residents, and the influx of a large number of people during the events will also lead to traffic pressure and increase the incidence of traffic accidents. The tradition of mass sports promotes or influences the formation of urban cultural sports to some extent. Urban mass sports culture is a form of self-entertainment among citizens, including campus sports culture, enterprise sports culture and community sports culture. Sports cultural activities with rich contents and various forms can not only enhance the vitality of the city and create a rich urban sports cultural atmosphere, but also play an important role in improving the cultural quality of citizens, eliminating all kinds of stereotypes and bad habits, and building a modern city with noble spiritual civilization, which cares for the elderly and loves the young.

3.2. Measures to prevent the negative impact of large-scale sports events on the host city

To promote the development of urban tourism, the holding of large-scale sports events is also an opportunity for tourism development. In order to watch sports events, the audience traveled thousands of miles to the host city, and the audience became a tourist consumption group. Athletes,

coaches and referees will also come to the host city to watch and travel, so the city can use this to publicize urban attractions, parks, gymnasiums and so on, thus expanding the audience. In order to meet the requirements of large-scale sports events for venues: having enough capacity to receive athletes and visitors, the city's hardware facilities also need to have certain capacity. Need to have highly developed transportation, communications and other supporting equipment. Many cities are willing to take this opportunity to develop local economy and transform urban construction. At the same time, we should also see the negative impact that large-scale sports events may bring to the city. The city should also make corresponding strategies to minimize the negative impact and continuously strengthen the positive impact. Specific measures can be implemented from one aspect, as shown in Figure 2.

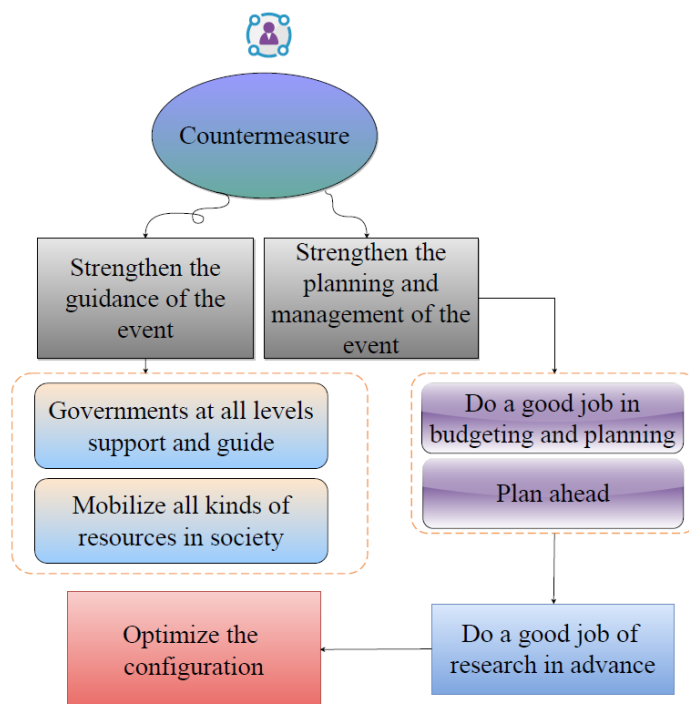


Figure 2: Preventive Measures for the Negative Impact of Large Sports Events on the Host City

In transportation, environmental, and spatial renovation, advance planning and emergency plans need to be made to prevent the occurrence of unexpected events that may affect the smooth progress of sports events. It is unsustainable to hold a large-scale event to create economic benefits for the host place. Its economic development and employment are also temporary. Based on the large-scale sports events held in Nanjing in recent years, the author tries to provide theoretical reference for the host city of sports events by analyzing the infrastructure, tourism, public environment and city brand image of Nanjing. Through a large number of media reports, on-the-spot watching, and through the exhibition and promotion of city image and brand image, the brand image of the host city will be enhanced to some extent. Through the competition, the management level, service level and organization level of the host city are highlighted, the cultural taste of the city and the overall quality of the residents are highlighted, and the humanistic characteristics of the city are displayed to form a unique city brand image. Every city is an open book, from which you can see its character and ambition. It accounts for a relatively high proportion of the city's total economic output, promoting the development of the city's tertiary industry, such as catering, transportation, and sports during competitions, by stimulating domestic demand, increasing employment, increasing urban investment, and construction.

4. Conclusions

The positive impact of large-scale sports events on urban development is very obvious, which can promote the development of urban economy in a big step, and also reflect the obvious positive impact on the development of urban culture. The state should also improve the management of sports events, which will play a lagging role in the process of urban development. Urban sports have a great dynamic role in cities, and many cities are using the functions of urban sports to serve cities. The functions of sports in promoting urban economic development, enhancing urban image and improving citizens' quality are important factors for the rapid development of sports in modern cities. It will not only promote the development of the city, but also have a certain impact on people's lives in the city. Therefore, it is necessary for the organizers and city managers to strengthen cooperation, make reasonable design, scientific deployment and overall planning for the holding process of the event, and reduce the negative problems while giving full play to the positive role of the event, so that the event can become a representative of the image of urban civilization and a catalyst for improving the level of urban development.

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