

Systematic Influence of International Events on Urban Development from the Perspective of Sports Economy

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Abstract: Through in-depth analysis of the relationship between international competitions and urban development, this paper reveals the influence of international competitions on urban economic growth, infrastructure construction, tourism development and social culture. It is found that international games, as a special urban event, have remarkable economic, social and cultural effects and can bring many influences and opportunities to urban development. Specifically, international competitions have a pulling effect on urban economic growth, which can stimulate investment and consumption demand, promote the development and structural optimization of related industries, and increase employment opportunities and tax revenue. At the same time, international competitions can promote urban infrastructure construction, improve venues and facilities, enhance the image of the city, improve transportation and accommodation facilities and promote environmental protection and sustainable development. In addition, international competitions can also promote the development of urban tourism and enhance the international image and popularity of the city. The conclusion of this study is helpful to enrich and develop the theory of sports economy and promote the deep integration of sports economy and urban development.

1. Introduction

With the acceleration of globalization and the improvement of people's living standards, international competitions, as an important part of sports, are developing vigorously around the world [1]. These events not only provide a stage for athletes to display their talents, but also bring remarkable economic and social benefits to the host city [2]. As a new economic form, sports economy has become an important force to promote urban development.

In the process of the rise of international competitions, we can see the close combination of sports and economy [3]. The success of international competitions can often drive the economic growth of the host city in infrastructure construction, tourism development, job creation and brand image promotion [4]. At the same time, sports events can also promote cultural exchanges and cooperation between cities and enhance the international influence and competitiveness of cities.

Sports elements in urban development and their functions can not be ignored. The construction of sports facilities such as stadiums and sports parks not only improves the infrastructure of the city,

but also provides places for citizens to exercise and relax, and improves the quality of life of citizens [5]. In addition, the holding of sports events can also stimulate citizens' sports enthusiasm, promote the development of national fitness, and then promote the healthy and harmonious development of the city [6]. Based on this, the purpose of this study is to deeply explore the systematic influence of international events on urban development from the perspective of sports economy.

2. Basic theory of international competitions and urban development

2.1. The concept and classification of international competitions

International competitions refer to sports competitions that cross national boundaries and are attended by athletes or teams from different countries and regions. This kind of events usually have a high level of competition, extensive participation and significant social influence [7]. The characteristics of international competitions are mainly reflected in the following aspects: first, the participants are international, that is, participants come from different countries and regions; Secondly, the uniformity and fairness of the competition rules ensure that all participants compete under the same conditions; Finally, the social effects of the games include economic, cultural and other aspects. There are many types of international competitions, covering various sports fields, as shown in Table 1.

Table 1: Classification of international competitions

Event level	Event type	Event characteristics	Example
World-class	Global comprehensive events, individual world championships, etc.	With high attention and influence, it attracts top athletes from all over the world and has a wide international influence.	Olympic Games, World Cup Football Tournament, World Swimming Championships, etc.
Intercontinental class	Intercontinental comprehensive games, intercontinental individual championships, etc.	It has a high regional influence to gather outstanding athletes in a specific region and promote regional sports exchanges and cooperation.	Asian Games, European Football Championships, Pan American Games, etc.
National level	National comprehensive games, national individual championships, etc.	The scale is relatively small, but it is of great significance in promoting the development of domestic sports and international exchanges, and provides a platform for the country to select and train outstanding athletes.	National Games, Chinese Super League, National Basketball League, etc.

2.2. Connotation and evaluation index of urban development

Urban development is a multidimensional concept, including economic growth, social progress, environmental improvement and other aspects [8]. Economic growth is mainly reflected in the optimization of urban industrial structure, the improvement of production efficiency and the expansion of economic aggregate; Social progress is manifested in the improvement of residents' living standards, the improvement of public services and the prosperity of social culture; Environmental improvement involves the construction of urban infrastructure, the protection of

ecological environment and the sustainability of resource utilization.

In order to comprehensively evaluate the situation of urban development, it is necessary to build a scientific and reasonable evaluation index system. The system should include economic, social, environmental and other indicators, such as GDP growth rate, per capita income level, employment rate, education level, medical conditions, environmental quality and so on. These indicators can comprehensively reflect the development level and potential of the city in all aspects and provide an important basis for policy formulation and planning.

2.3. Correlation analysis between international events and urban development from the perspective of sports economy

(1) The mechanism of sports economy in urban development.

As an important part of urban economy, sports economy plays a positive role in promoting urban economy through the holding of sports events and the development of sports industry [9]. Sports events can attract a large number of spectators and tourists, stimulate the consumption demand of tourism, catering, accommodation and other related industries, and then drive the growth of urban economy. At the same time, the development of sports industry can also promote employment, increase taxes, and provide sustained impetus for urban economic development.

(2) The promotion of international competitions to urban sports economy.

As a high-end activity in the field of sports, international events have a significant role in promoting the development of urban sports economy. On the one hand, holding international competitions can improve the construction level and service quality of urban sports facilities and provide better fitness and leisure environment for citizens; On the other hand, the attention and influence of international events can attract more commercial sponsorship and investment, and promote the innovation and development of sports industry.

(3) The support and feedback of urban development to international competitions.

Urban development provides the necessary material foundation and social environment for holding international competitions. Perfect urban infrastructure, rich cultural resources and good public security environment are important guarantees for the success of international competitions. At the same time, the development level of the city also directly affects the scale and level of international competitions. On the other hand, the successful hosting of international competitions can further enhance the visibility and image of the city, attract more investment and talent gathering, and promote the sustainable development of the city's economy and social progress.

3. The concrete influence of international competitions on urban economy

3.1. The pulling effect of international competitions on urban economic growth

(1) The stimulating effect of investment and consumption demand.

The holding of international competitions will often trigger a round of investment upsurge, including infrastructure construction, venue construction, security and other aspects of investment. These investments not only directly increase the city's economic aggregate, but also promote the development of related industries through multiplier effect. At the same time, the influx of people during the games also stimulated the growth of consumer demand, including the consumption of watching games, tourism, catering and accommodation, which further boosted the growth of urban economy.

(2) Development and structural optimization of related industries.

The holding of international competitions has a positive role in promoting the adjustment and optimization of urban industrial structure. On the one hand, the preparation and holding of the event

promoted the rapid development of sports industry, tourism, catering industry, accommodation industry and other related industries; On the other hand, the development of these industries has also promoted the overall improvement of urban economy and promoted the upgrading and optimization of urban industrial structure.

(3) The increase of employment opportunities and tax revenue.

The holding of international competitions has created a large number of employment opportunities for the city, including direct employment and indirect employment. Direct employment is mainly concentrated in the fields of competition organization, venue construction, security services, etc. Indirect employment covers a wider range of fields, such as tourism, catering, accommodation, transportation and so on. The creation of these employment opportunities not only relieves the employment pressure in cities, but also improves the income level of residents. At the same time, the holding of the games has also brought considerable tax revenue and made positive contributions to the city's finance.

3.2. The influence of international competitions on urban infrastructure construction

(1) The construction of venues and facilities and the promotion of city image.

The holding of international competitions often requires the construction of high-level stadiums and supporting facilities. The construction of these venues and facilities not only improves the infrastructure of the city, but also enhances the image and popularity of the city. At the same time, these venues can also be used as places for national fitness, cultural entertainment and other activities after the games, further enriching the cultural life of citizens.

(2) Improvement of supporting facilities such as transportation and accommodation.

The holding of international competitions puts forward higher requirements for urban transportation, accommodation and other supporting facilities. In order to meet the needs of sports events, cities often need to strengthen the construction of transportation infrastructure and improve accommodation and reception capacity. The perfection of these supporting facilities not only guarantees the smooth hosting of the Games, but also further enhances the service level and comprehensive competitiveness of the city.

(3) The promotion of environmental protection and sustainable development.

International competitions often emphasize the concept of green environmental protection and sustainable development. During the preparation and hosting of the Games, the city will strengthen environmental protection and promote the implementation of environmental protection measures such as energy conservation, emission reduction and resource recovery. At the same time, the holding of the games will also promote the implementation of the sustainable development strategy of the city and promote the coordinated development of the city's economy, society and environment.

3.3. The promotion of international competitions to urban tourism

(1) Development and utilization of tourism resources for sports events.

As a special tourism resource, international events have unique attraction and development value. Cities can take advantage of the opportunity of sports events to develop diversified tourism products such as watching sports events, sports cultural exchanges and sports tourism to meet the diversified needs of tourists. At the same time, the holding of the games will also promote the integration and optimization of urban tourism resources and improve the utilization efficiency of tourism resources.

(2) The expansion of tourism market and the promotion of tourist attraction.

The holding of international competitions has brought new development opportunities to the urban tourism market. The influx of tourists during the games not only increased tourism revenue,

but also promoted the expansion and upgrading of the tourism market. At the same time, the popularity and influence of the event will also enhance the attractiveness of the city to tourists, so that more tourists choose to come to watch the game and travel.

(3) The improvement of tourism service quality and management innovation.

In order to meet the high standards of tourists during the games, cities often strengthen the improvement of tourism service quality and management innovation. Including strengthening the training in tourism professionals, improving the standardization level of tourism services, optimizing the handling mechanism of tourism complaints and other measures. These measures not only improve the quality of urban tourism services, but also lay the foundation for the long-term development of urban tourism.

4. The influence of international competitions on urban social culture

International competitions have a great influence on urban social culture, including the promotion of urban cultural exchange and inheritance, the impact on the quality of life of urban residents, and the promotion of the city's international image and popularity. As shown in Figure 1.

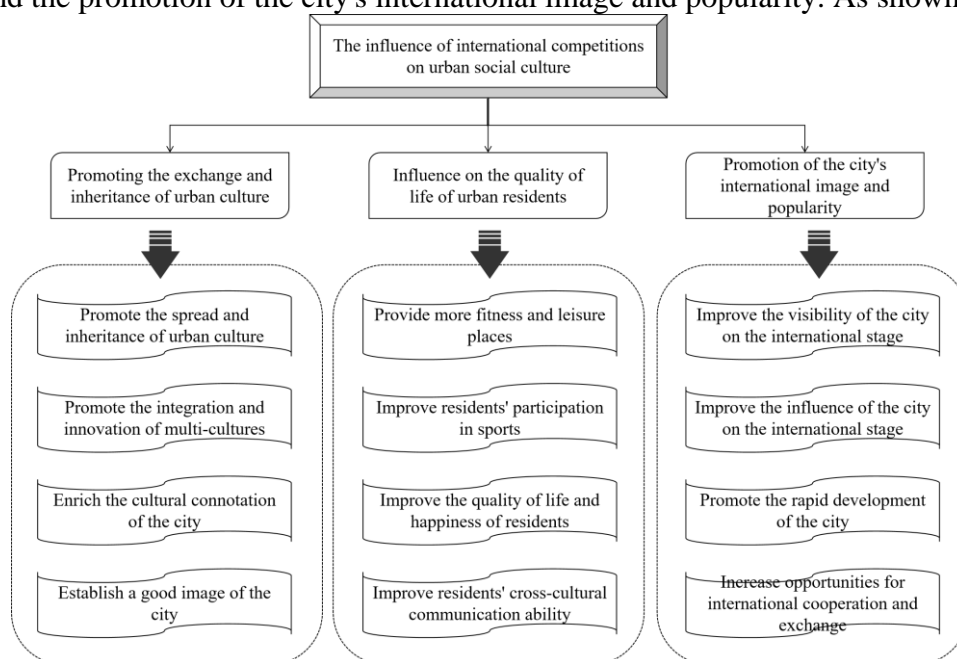


Figure 1: The influence of international competitions on urban social culture

4.1. The promotion of international competitions to the exchange and inheritance of urban culture

As an important carrier of sports culture, international competitions provide a broad stage for the host city to display its own culture. Through the hosting of the Games, the cultural elements such as history, tradition and folk customs of the venue can be displayed to the world, which promotes the spread and inheritance of urban culture. At the same time, international competitions have attracted athletes and spectators from all over the world. Their interaction and exchange during the games promoted the integration and innovation of multi-cultures and enriched the cultural connotation of the city.

This kind of cross-cultural communication will not only help to enhance the city's cultural soft power, but also enhance its international influence and competitiveness. The promotion of urban cultural soft power is manifested in the attraction, cohesion and influence of urban culture, which

helps the city to establish a good image on the international stage and attract more international resources and cooperation opportunities.

4.2. The influence of international competitions on the quality of life of urban residents

The holding of international competitions has had a positive impact on the quality of life of urban residents. First of all, the holding of sports events has promoted the construction and improvement of urban sports facilities, provided more fitness and leisure places for residents and improved residents' participation in sports. At the same time, various sports activities and publicity of health concepts during the games also promoted the promotion of residents' healthy lifestyle and improved the health level of residents. Secondly, the social atmosphere during the games is usually positive and energetic, which has a positive impact on residents' life satisfaction. Through the survey of residents' satisfaction, it can be found that most residents have a positive attitude towards the holding of the games, and think that the games have improved their quality of life and happiness.

In addition, residents' cognition and attitude towards international competitions have also undergone positive changes. By participating in and watching sports events, residents have a deeper understanding of sportsmanship and international culture, and their international vision and cross-cultural communication ability have also been improved.

4.3. The promotion of international competitions to the city's international image and popularity

The holding of international competitions provides a rare opportunity for the city to show its image. Through the hosting of the Games, the city's natural landscape, cultural customs, social development and other aspects have been fully displayed, which has improved the city's visibility and influence on the international stage. At the same time, the extensive coverage and attention of the international media on the games have further enhanced the exposure and brand image of the city. In addition, the holding of international competitions has also brought more opportunities for international cooperation and exchange for the city. Through exchanges and cooperation with cities all over the world, the host city can learn from advanced urban development concepts and experiences and promote its rapid development and internationalization. This promotion of international competitiveness will not only help the city to establish a good image on a global scale, but also bring more development opportunities and cooperation space for the city.

5. Conclusions

The influence of international competitions on urban development is a complex and systematic process, involving many fields such as economy, society and culture. In the economic field, international competitions promote urban economic growth by stimulating investment and consumption demand and promoting the development of related industries. In the social field, international competitions improve the living conditions of residents and improve the level of urban social welfare by providing employment opportunities and improving infrastructure. In the field of culture, international competitions shape the image of urban culture by promoting cultural exchange and inheritance and enhancing the soft power of urban culture. Through the in-depth study of the relationship between international sports events and urban development, this paper reveals the mechanism of sports events in promoting urban economic growth, enhancing urban image and promoting cultural exchanges, and provides decision-making reference and practical guidance for the government and enterprises. In the future, with the acceleration of globalization and

urbanization, the role of international competitions in urban development will become more prominent. Therefore, it is necessary to further deepen the research on the relationship between international sports events and urban development, and explore more effective sports events holding modes and urban development strategies. At the same time, we also need to pay attention to the impact and challenges of new technologies, new media and other emerging fields on international events and urban development, and provide new ideas and directions for future urban development.

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