

The Impact of the Universiade on the Economic Development of Chengdu

Shiyu Liang¹

¹Department of Economics, Beijing Technology and Business University, Beijing, China

Abstract: *The 31st Universiade plays a driving role in the economic development of Chengdu, which enhances the economic vitality of the city and promotes the urban construction. This paper analyzes and discusses from five aspects, and finds that the Universiade has brought economic growth to Chengdu, promoted the development and upgrading of Chengdu's industrial structure, and held the Universiade will bring a lot of resources to the development of Chengdu, which can also improve the city image and build the city brand, and play a role in publicity and promotion, but at the same time, it will bring some negative effects. Based on these economic benefits, this paper puts forward the countermeasures and suggestions for large-scale sports events to promote the urban economic development, hoping to have a reference significance for other cities to hold large-scale sports events in the future.*

Keywords: *universiade; Chengdu; urban Economy*

1. Introduction

Today, China is in the transition period from a major sports country to a world sports power, the report on the 20th congress pointed out that accelerating the construction of a sports power¹, China is paying more and more attention to the development of sports, and applied to host a number of international sports events, showing China's elegant demeanor on the international stage, at the same time, it also shows China's economic strength and comprehensive competitiveness, and faces the world with an open attitude. Holding large-scale sports events brings new opportunities and provides new impetus for urban development. It will not only stimulate the current development of the city, but also get the attention of the world, so that the world can better understand the city, more conducive to the subsequent development of the city, and provide a steady stream of energy for urban development. Therefore, more and more scholars have discussed the impact of holding large-scale sports events on urban economy, and put forward suggestions for improving the comprehensive competitiveness of cities and promoting the overall progress of cities.

The application for the Chengdu Universiade was successful on December 13, 2018, and the 31st Universiade officially opened on July 28, 2023, which is the third time that China will hold the Universiade after the Beijing Universiade and the Shenzhen Universiade, providing an opportunity for university students from all over the world to show their talents and exchange ideas. During the period of preparation, launch and completion of the Universiade, the Universiade has exerted a great influence on the host city Chengdu in terms of economic development, cultural promotion, social influence, foreign exchanges and other aspects. For Chengdu, the success of the Universiade not only shows the strength of Chengdu, but also brings huge economic benefits to the city. It shows the charm of the city of Chengdu, so that the popularity of Chengdu has been enhanced, and the development of various industries has been more and more perfect. This paper will focus on analyzing and discussing the influence of the Universiade on the economic development of Chengdu from the perspective of urban economy.

2. Literature Review

A large amount of literature shows that hosting large-scale sports events can promote the economic growth of host cities, Nie Haifeng and Xing Chunbing et al. (2016) found that the Olympic Games and Asian Games from 1997 to 2011 increased the per capita GDP of their host cities by 10.8% [1]. Fan

¹ In the part of the report on the 20th congress "Promoting cultural self-confidence and self-improvement, casting new glory of Socialist culture", it was proposed that we should promote the all-round development of mass sports and competitive sports, and accelerate the building of a strong sports nation.

Qingliang and Hong Yongmiao (2021) conducted a regression analysis on the panel data of economic growth in first-tier and second-tier cities across the country and concluded that cities hosting marathons are associated with higher economic growth rates [2]. Kim et al. (1989) and Brunet (1995) conducted empirical studies on the 1988 Seoul Olympic Games [3] and the 1992 Barcelona Olympic Games [4], and found that the Olympic Games drove the economic growth rate of Seoul (South Korea) and Barcelona (Spain) by 1.4 and 1.03 percentage points respectively. Humphreys and Plummer (1998) used the input-output model to find that the 1996 Atlanta Olympic Games increased local growth by 5.1 billion dollars per year [5]. therefore, it is believed that holding large-scale sports events can indeed stimulate the local economy and have a positive stimulating effect on the economic development.

In the process of urban development, the proportion of the secondary and tertiary industries will show a gradual upward trend, and the urban development resources will gradually gather in the secondary and tertiary industries, while the holding of large-scale sports events can accelerate this process and promote the optimization of the urban industrial structure. Some scholars analyzed the industrial structure of host cities hosting large-scale sports events. For example, Wang Yichuan (2021) estimated the impact of Asian Games investment on Hangzhou's economy and believed that the Asian Games would promote industrial optimization and upgrading [6]. Li Jia (2019) took the 13th National Games as an example and believed that holding large-scale sports events would drive the tertiary industry and promote structural adjustment of the national economy [7]. In the process of preparing for large-scale sports events, the construction of venues and infrastructure will promote the development of the secondary industry. In the process of carrying out large-scale sports events, the increase of tourists will stimulate consumption and promote the rapid development of the service industry. In a relatively short period of time, the optimization speed of urban industrial structure has accelerated.

In the process of holding large-scale sports events, a large number of resources will be attracted to the host city, these resources will become an important driving force for urban development. Huang Xiandong (2021) discussed in his article that during the preparation and holding of large-scale sports events, various resources such as capital, talent, technology and information will be gathered to the host city [8].

The holding of major events is also helpful to the improvement of the city's image and brand. The image and brand of the city will spread rapidly with the help of the heat of large sports events. Gao Zhongxi (2022) believes that the holding of sports events will help improve the city's visibility, attract more tourists and increase the tourism economy [9]. At the same time, in order to prepare for sports events, cities will carry out infrastructure construction to improve the city's image.

However, at the same time, holding large-scale sports events will also bring some problems. Zhou Xiaoli and Ma Xiaoming (2017) discussed that sports events may bring traffic congestion to cities and bring inconvenience to citizens, there are also rising prices, which will harm consumer welfare [10]. After the end of large sports events, the utilization rate of venues and facilities may not be high, which will cause a certain waste of resources. We also need to take measures to address these problems.

3. Case Analyze

In the process of preparing for and holding the Universiade, Chengdu is full of economic vitality. The Universiade has both positive and negative effects on the economic development of Chengdu, which will be analyzed in this paper.

3.1 Economic growth

The Universiade has promoted the development of Chengdu's tourism economy, attracting many tourists from home and abroad. Many tourists from around the world travel to Chengdu. According to Ctrip data, during the Chengdu Universiade, ticket orders for major attractions in the city increased by more than 30 times year-on-year and 122% month-on-month in June. This is just a data display for one travel software, the true number of tourists will only increase. According to the data from Chengdu Tax Bureau of the State Administration of Taxation, during the Universiad, Chengdu retail sales revenue increased by 21.6%, the number of invoice increased by 22.8%, the sales revenue of accommodation industry and catering industry increased by 57% and 42.3% respectively.

The city's accommodation and catering industry, transportation industry, sports and entertainment industry and other industries income in the period of time, July 1 to July 21 increased by 11.9%, July 22 to August 8 increased by 22.1%. During the Chengdu Universiade, new Universiade venues and facilities

were built and repaired, further expanding the carrying space of Chengdu's performing arts market. The expansion of performing arts economy has enriched the supply of cultural and performing arts consumption and driven the enthusiasm of entertainment consumption. As of August 8, the city's entertainment industry sales revenue increased by 64.8%, and the culture and art industry data was even more impressive, an increase of 100.1%.

From these data, it can be seen that the tourist flow increased significantly during the Universiade. The successful holding of the event attracted a large number of tourists. The consumption of tourists in food, transportation, accommodation, scenic spots, shopping, entertainment and other aspects can contribute to GDP growth, and play a great role in promoting the economy of Chengdu. During the preparation period, the investment and construction of infrastructure will also promote the growth of GDP. After the competition, Chengdu will continue to attract tourists for tourism, consumption and investment due to its increased popularity. The Chengdu government uses the tax paid by local residents as funds to prepare for the Universiade, attracting sports fans and participants to spend locally to stimulate the local market, boosting GDP growth, improving the income level of local residents, and at the same time increasing a large number of employment opportunities, so that the government's tax revenue increases and Chengdu's economic order enters a virtuous circle. This is a general process of holding the Universiade to stimulate Chengdu's economic growth. It can be seen that holding the Universiade can play a positive role in promoting the economy of Chengdu.

3.2 Changes in industrial structure

In 2021, the primary, secondary and tertiary industries in Chengdu account for 2.93%, 30.70% and 66.38% respectively, and the service industry is still growing while occupying the main position in the industrial structure. The Universiade has promoted the development of a series of related industries. Chengdu's sports infrastructure has been continuously improved. 13 new venues and 36 renovated venues have been built for the Universiade, promoting the development of the construction industry. In the preparatory process, in order to welcome sports fans and participants from all over the world, Chengdu has carried out urban beautification, traffic road optimization and urban environment improvement, which has promoted the development of the secondary industry.

Various kinds of sports events and exhibitions emerge in an endless stream. Due to the increase of passenger flow in Chengdu, it has also played a positive role in the service industries such as tourism, catering and accommodation. The high-tech used in sports venues has also promoted the development of the information technology industry. As an international event, the Universiade has also promoted the development of the media industry. Holding a large-scale international event like the Universiade will play a significant role in hosting the city's industrial development, and because most of the sports events are related to the tertiary industry, it can promote the development of the tertiary industry and promote the transformation of the industrial structure.

Through the Universiade, Chengdu can vigorously promote the traditional service industry to the modern service industry, further release the market potential, continuously explore new opportunities, provide a good industrial base for the whole city, further optimize the current industrial structure, and promote the continuous upgrading of consumption structure.

3.3 Resource aggregation effect

3.3.1 External investment

With China paying more and more attention to sports events and communicating with foreign countries through sports events, the Universiade has attracted a lot of attention, and more and more people have noticed the place of Chengdu, and their investment eyes have also set their sights on this land. The investment is tens of billions. Not only that, the Universiade has also promoted many projects to land in Chengdu, and promoted the signing of more foreign-funded projects. For example, Chengdu and Jabil Group signed a memorandum of cooperation, and the two sides will further deepen cooperation in the fields of electronic information. These also promote the growth of foreign direct investment in Chengdu and promote the development of Chengdu's opening to the outside world.

After the Universiade in Chengdu, many enterprises and organizations saw the strength and charm of Chengdu through the Universiade and chose to settle in Chengdu to develop hand in hand. At the same time, Chengdu's investment department also seized the great opportunity, took the initiative to promote and strive for more cooperation opportunities. For example, many animation and game companies from

Guangdong-Hong Kong-Macao Greater Bay Area sent a delegation to Chengdu to investigate the animation industry. During the inspection, they successfully signed a contract with Tianfu International Animation City, a wholly-owned subsidiary of Sichuan Tourism Investment Group, Lvtou Innovation Company.

3.3.2 Talent gathering

As the Universiade is held, people from all over the world will go to Chengdu, and talents from all over the world will devote themselves to the construction of various local undertakings, adding vitality and creativity to Chengdu.

First of all, young athletes from all over the world came to participate in the competition, contributing to the development of sports, inspiring residents' enthusiasm for sports and stimulating the development of sports industry. Secondly, many college students participated as volunteers during the Universiade. College students are elite talents from all walks of life in the future. They went to Chengdu as volunteers from all over the world, which is conducive to attracting college students to Chengdu for employment in the future and promoting the development of Chengdu. Thirdly, as a major sports event, the Universiade involves the participation of talents from various industries in the preparation process. For example, the design of venues requires engineers, and various high-tech inputs need to be developed and adopted by special personnel. Many talents joined the operation team of large-scale activities of the Universiade, which makes the events successfully held. Besides, tourists and sports fans attracted by the Universiade may choose to stay in Chengdu because of its attraction.

The Universiade provides opportunities and places for talents to gather. Talents are an indispensable part of social development and especially important for economic development. Talents in all walks of life will make the city's economy develop more rapidly.

3.3.3 Technical resource aggregation

This time the Universiade is full of science and technology, according to the Chengdu Universiade Village information disclosure, there are up to 170 technical achievements in the stadium, covering more than 30 stadiums, such as the Universiade torch "Rong Huo" gathered more than 20 patents. With the help of space science and technology, Wenchang Launch Base provided the Universiade with the "Universiade" to escort the ecological detection and the construction of smart events for the Chengdu Universiade, and provided satellite data resources and application services, which not only guaranteed the safety factor of the Universiade, but also created opportunities and possibilities for the integration of sports industry and science and technology. The Universiade showed the digital charm of the Internet age. China Telecom helped to build a smart Chengdu with 5G applications. The China Tower gave full play to the advantages of high-point monitoring and data sharing to ensure the power safety of the Chengdu Universiade, and cooperated closely with various industries to help provide diversified information services, thus forming a digital industry agglomeration effect.

The Universiade will encourage more scientific and technological resources to invest in Chengdu, which will promote the development of science and technology in Chengdu. Science and technology can improve productivity, promote more industrial intelligence, and help Chengdu to build a complete, advanced and safe modern industrial system, constantly consolidate the industrial base and promote the development of urban economy.

3.4 City image and brand

During the preparations for the Universiade, the Chengdu government strengthened the construction of infrastructure and greening, which improved the quality of life of residents, enhanced the image of the city, and made the name card of Chengdu more brilliant. Due to the rapid development of we-media and the broadcasting of advertisements and TV, the popularity of the Universiade made the city of Chengdu more popular overnight. The Universiade will let more people in the world see the city of Chengdu, further improve the international visibility of Chengdu, is an opportunity for Chengdu to show the city's competitiveness and economic and cultural development level, contribute to the formation of external exchanges and brand effect of Chengdu, and lay a foundation for the subsequent publicity to attract more tourists and investment.

Universiade is functional, ceremonial and showy, and has the function of carrier, which can promote the reproduction of urban space. The Universiade, as a media event, can promote the cultural experience of the city. During the Universiade, the whole platform has spread more than 7 million, focusing on the feedback of athletes and guests from all over the world on the experience of the event and the interaction

with Bashu culture to spread Chinese traditional culture. Chengdu combines the sports culture in the history of the city to create a series of related activities, in which we can deeply understand the charm of Chengdu and attract a large number of citizens and tourists to participate.

As a window, the Universiade shows the diversity and charm of the city and makes important contributions to the sustainable development and cultural prosperity of the city. Media communication makes urban local culture widely known, promotes cultural exchange and tourism development, and then promotes the comprehensive reproduction of urban space.

3.5 Negative impact

As the Universiade attracts many tourists and sports fans, the increase in passenger flow is easy to cause traffic jams. According to news media reports, with the progress of the event, the roads around Donganhu Sports Park in Longquanyi District, Shuangliu Sports Center Stadium in Shuangliu District, and Sichuan Gymnasium in Wuhou District will be congested to varying degrees during the event, which may cause inconvenience for citizens to go out. It would affect the citizens' normal life and work. At the same time, the increase of passenger flow will promote consumption growth, lead to imbalance between supply and demand, and produce inflation in different degrees, which will be reflected in the continuous rise of prices, which will eventually affect the normal life of residents in the city and increase the cost of living.

After the grand event is held, there may be problems of environmental management. The increase of floating population in Chengdu may increase urban garbage and cause environmental pollution. The government usually needs to spend a lot of money on environmental pollution control, which will increase the financial burden to some extent.

After large-scale sports events are held, the utilization rate of venues may be low, sports facilities may be idle or have low utilization rate, and high maintenance costs may be associated, which will increase the economic burden of the city.

4. Conclusion and suggestion

The Universiade is beneficial to the economic development of Chengdu, mainly in that it will directly stimulate the city's economic growth, promote the upgrading of industrial structure, especially promote the development of the tertiary industry, and produce the effect of resource accumulation, so that external investment, talents and technical resources will rush to Chengdu, promote the development of Chengdu, it also can enhance the city's image and brand, and lay the foundation for the subsequent development. But there are also some negative effects, such as traffic jams, rising prices, environmental pollution and low utilization of venues after games.

Therefore, this paper puts forward some suggestions on promoting urban economic development by sports events, hoping to have certain reference significance for cities that hold sports events in the future.

First of all, improve the management of sports events, the government should do effective macro-control, evacuate and restrict road traffic, and the government needs to control the price increase.

Second, develop natural ecological green sports industry, apply new development concepts such as green, nature, civilization and ecology, integrate green elements in the process of urbanization and the economic development of sports industry, pay attention to natural ecology, and pay attention to the sustainable utilization of resources. While ensuring the rapid economic development of urban sports-related industries, we will ensure that the natural ecological environment can be effectively protected, lay a good foundation for the development of the city and make the sports industry sustainable.

Third, through the holding of large-scale sports events, we will spread the concept of "national fitness" and create a good atmosphere for fitness exercise. At the same time, we will actively develop the service industry and promote the upgrading and adjustment of regional industrial structure, so that sports events will become a new booster for the economic development of national fitness in the city and comprehensively promote the development and progress of urban economy.

Fourth, improve the utilization rate of venues, which can be opened to the public with or without compensation, and reduce the waste of resources.

Finally, do a good job in publicity during the games to enhance the city's visibility and further promote the city's development.

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