

Analysis of the Function of Holiday Sports on Urban Development

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ABSTRACT. *Research investigate the current status of holiday sports in Suzhou, Wuxi, Changzhou, Jiaxing, Huzhou and other regions in China to study the impacts and functions of holiday sports on urban development. Holiday sports can enriching the leisure life of citizens, guiding a healthy and civilized lifestyle and improving the quality of life; expanding the impact of national fitness and increasing the proportion of the sports population; improving the level of sports services for people's livelihood and promoting Social stability and harmonious development; promoting urban economic development and the comprehensive development of the sports industry; expanding social public resources, promoting sports projects and the construction of sports venues and urban infrastructure; forming a new model for mass sports development and creating new brands for holiday sports activities, etc.*

KEYWORDS: *Holiday sports, Function, Urban, Development*

1. Introduction

Holiday sports refer to a variety of social sports activities held by different groups of people to enhance physical fitness and satisfy spiritual needs during national statutory holidays, as well as which held by relevant departments to guide the masses to actively engage in scientific physical exercise, and weekend activities and traditional holidays activities are also included.

With the vigorous development of China's economy and society, the living standards of urban residents continue to improve. In the fast-paced and stressful modern life, urban residents' attention and pursuit of health are increasing day by day. Physical fitness and physical exercise have gradually been paid attention by the public and become a fashion trend. During the holidays, people release themselves from their tense and busy work. Many people choose physical exercise, leisure sports, sports tourism and other methods to achieve the purpose of relaxing the body and mind, exercising, and adjusting emotions.

2. Investigation and Analysis of the Current Status of Holiday Sports

The content of holiday sports can be divided into four categories: sports competition items, sports display items, fitness service items and other activities items (Table 1).

Table 1 Main Contents of Residents Participating in Holiday Sports (n=70)

Category	Resident participation rate(%)				
	Always	Normally	Sometimes	Occasionally	Seldom
sports competition items (ball games, track and field competitions, etc.)	54.29	25.71	11.43	8.57	
sports display items (radio calisthenics, fitness dance, etc.)	74.29	14.29	8.57		2.86
fitness service items (consultation, training, fitness examination, etc.)	11.43	45.71	31.43	5.71	2.86
other activities items (launching ceremony, sports exhibition, etc.)	8.57	17.14	57.14	8.57	5.71

The survey results show that the funds for holiday sports first come from government funding (Sports Bureau) and sports lottery public welfare funds, which account for 74.29% of the total surveyed. It was also learned in interviews that many respondents believe that the investment in sports lottery public welfare funds provides sufficient funds for the development of holiday sports; secondly, the funds come from market development and social, corporate and individual donations, accounting for 54.29% of the total surveyed. It is understood that market development is mainly for naming, sponsoring, and advertising in sports venues for holiday sports. Some companies participate in these market development activities for reasons such as social responsibility, supporting national fitness programs, and increasing corporate visibility.

3. Impact of Holiday Sports on Urban Development

3.1 Improve the Way Sports Serve people's Living and Promote Social Stability and Harmony

The investigation shows that urban holiday sports, as a new holiday lifestyle,

plays a very important role in improving citizens' physical quality and meeting people's social needs. The fields of urban holiday sports activities include cultural activities with diverse types and contents. Urban residents can find their favorite ones in holiday sports regardless of their physical strength, age, education, financial status and skill. Urban holiday sports play a unique and effective role in social participation, integration, governance, value and other aspects, and can promote social stability and harmony.

3.2 Promote Rapid and All-Round Development of Economy and Sports Industry

The investigation shows that 94.29% of the respondents held a positive attitude towards that holiday sports activities is beneficial to the development of economy and the sports industry. Holiday sports activities are of great diversity, and the number of people who are involved in directly or indirectly keeps rising, which will lead to sports consumption that can invigorate the sports market, and thus promote the coordinated and comprehensive development of sports industries including fitness, performance, competition, place renting service, training institution, manufacturing and selling of various kinds of sports goods. It can help with the transformation of the mode of economic development, speed up the transformation and optimization of economic structure, reach the rapid development.

The function of holiday sports activities to promote the development of sports industry is mainly reflected in: promoting sports tourism market, invigorating the fitness and entertainment market, booming sporting goods market, stimulating sports training market, developing sports culture and exhibition, cultivating sports performance market, etc., promoting the development of related industries.

3.3 Strengthen the Influence of National Fitness Programs

According to the survey results, the main methods to strengthen the influence of national fitness and increase the proportion of the sports population include promoting sports in communities and towns, driving the comprehensive development of basic level sports (accounting for 85.71%), encouraging sports associations, sports clubs and company fitness teams (82.86%), organizing sports for employees and improving people's health (82.86%), developing sports in schools and cultivating sports talents (71.43%).

3.4 Enrich Citizens' Leisure Life, Lead Healthy and Civilized Lifestyle, and Improve The Quality of Life

Physical exercise is a positive and effective means to improve their health status and help them to stay healthy. It is conducive to strengthen physique, prolong life, promote intellectual development, eliminate mental fatigue, help with work and study, improve work efficiency and improve people's life quality. It is of great significance to hold a variety of holiday sports activities to encourage residents to

adopt a new way of arranging their spare time during holidays, to actively participate in physical exercise, fitness activities, leisure and entertainment, to form a good lifestyle and to improve health and life quality.

3.5 Promote the Construction of Stadiums and Gymnasiums and Improve Urban Infrastructure

With the increasing frequency of urban holiday sports activities and the continuous growth of residents' need, the activity content is required to be creative and special. Some fashionable and novel items, folk traditional items, items introduced from abroad and new ways of old items will become more and more popularized and enriched. Such development will put forward higher requirements on social resources, public services and other fields, so as to accelerate its development. For example, the demand for sports field increased because of diverse forms of holiday sports activities. It is not only beneficial to use the existing sports facilities more often, to make full use of its function and potential, but also to encourage the construction of sports field and to improve the urban infrastructure, to adapt to the requirements of the development of the sports holiday, so as to improve sports' impact on the society.

4. The Trend of Holiday Sports

4.1 Spreading Rapidly and Widely into Citizen's Life

As an emerging new way of mass sports activities, holiday sports can meet people's need to improve the quality of leisure life and take an active part in sports activities. It is inevitable for holiday sports to provide fitness services and guidance for people to keep fit scientifically combining with the characteristics of holiday. Holiday sports will involve in citizen's life wider and deeper, and become an important part. As a civilized, healthy and scientific lifestyle, holiday sports have been integrated into daily life and provide a good environment for the construction of a harmonious society.

4.2 Promote the Development of Sports Program

Holiday sports becomes more diverse, interesting and innovative. Its content not only include traditional stories that people enjoy, also becomes more fun and innovative. Holiday sports like jogging, swimming, wushu congress, rock climbing, yangge, mountain climbing, direction locating, sports dance are becoming popularized. Urban holiday sports activities become more diverse, attract more sports association and more citizens to participate in it, build a platform and provide better and diverse sports public services to the public.

4.3 Stimulate Holiday Sports Consumption

Holiday sports activities clearly find the correspondency of the need of people, and thus activate sports market, stimulate the sports consumption and build a new platform of “sports and enterprise benefit each other”. National fitness is promoted, sports consumption is stimulated, and happier, healthier, more harmonious social atmosphere is formed, holiday economy like sports, fitness industry is boomed. More people can show themselves in the new platform built by the government, enjoy healthy and civilized lifestyle, feel the joy and health. Based on holiday consumption, sports consumption should be positioned correctly, the demand and characteristics of holiday consumption market should be investigated in depth, the consumer’s demand and consumer psychology during the holiday should be investigated, and the form of sports activities suitable for the taste of holiday consumption and popular with the public should be sought.

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