

Coupling Development of Sports Events and Cities

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Abstract: *With the change of the relationship between supply and demand in cities, sports events play an important role in the political, social, economic, cultural and environmental aspects of cities. By holding influential sports events, the economic structure of different fields and industries in cities can be adjusted, and the connotative development of scale, functionality and value of cities can be promoted. It is planned that Chengdu will develop into a domestic first-class and internationally renowned international competition city with leading stadiums and gymnasiums, internationally renowned sports events, highly developed sports industry, sports resources radiating all over the world, and popular sports and fitness. I will analyze the interaction between sports and urban development from the perspective of coupling theory.*

Keywords: *sports events, coupling development, cities*

1. The impact of urban sports events on urban development.

1.1. The impact of urban sports events on urban politics and society.

There are many factors involved in holding sports events in cities. As the stakeholders of sports events, the government has invested a lot of manpower, material resources and financial resources before and after the games. Especially, it challenges the government's service ability, organization ability, management ability and operation ability, and is an important means to promote urban modernization and eliminate the inequalities between urban and rural areas. Moreover, in the process of holding sports events, citizens get physical culture and physical and mental health, which helps to form a healthy, progressive, fair and competitive social environment and city image, and promotes the production factors of the city such as human resources, knowledge resources and educational resources, which is of great significance to the development of the city. However, as the hosting of sports events belongs to the category of political decision-making, it has certain risks. Stakeholders (such as government, community, sponsors, contestants, audience, media, etc.) will change the city politics because of mutual benefit interaction, which may cause harm to the public service and citizens' interests of the whole city.

1.2. The impact of urban sports events on urban economy.

Theoretical and empirical studies have been carried out in academia regarding the increase of urban investment, the optimization of industrial structure, and the consumption of urban tourism, indicating various influencing mechanisms including correlation effect, multiplier effect and tourism effect. Sports events have been recognized as an indirect productive force, which has a structural adjustment and pull-up effect on tourism, waiters, tourism, catering, real estate, culture, finance and insurance, and media industries. In essence, the short-term impact of sports events on urban economy is mainly reflected in the impact on total demand, while the long-term impact is mainly reflected in the impact on total supply. However, we must also be aware that holding sports events, especially large-scale sports events, must have corresponding economic foundation and industrial conditions, otherwise, blindly choosing sports events may have negative impacts on urban development.

1.3. The impact of urban sports events on urban culture.

Urban culture is a unique and scarce resource of a city. As an important element of urban culture, sports events are cultural symbols created by citizens, which shape and express the humanistic characteristics of the city in a unique way. They exist in various aspects of and on different levels of urban culture through various forms, and are a microcosm and symbol of modern urban culture. Sports

events interdependent on and interact with city culture, manifested in three aspects: sports architecture culture, citizen life culture and city brand culture. The construction of modern sports venues requires not only its competition function, but also the interpretation of sports spirit through artistic modelling according to the needs of different urban cultures. Sports events are integrated into urban culture thus forming a higher-level cultural modality, which bears the spiritual connotation of the city culture and promotes the optimized development of the overall humanistic environment. The successful hosting of sports events, the planning and site selection of sports venues and the construction of supporting facilities can improve the surrounding environment and establish a good image for the city. The hosting of sports events will also enable residents to form a positive attitude, a civilized social outlook, a good public order and a strong sports atmosphere. Through the attention of traditional media and the spontaneous attention of new media, sports events can show the city culture, brand and image, and spread the brand culture of the city, greatly enhancing its influence.

1.4. The impact of urban sports events on urban spatial environment.

In the past, the impact of urban sports events on urban spatial environment was mainly reflected in the construction of stadiums and their supporting facilities in remote areas (or development zones), which changed the original urban spatial form in terms of infrastructure, transportation, public services, communications, commerce, etc., in order to renew the urban environment, create a city image, enhance its brand and comprehensive strength, and promote further development. Now, the role of urban sports events is more reflected in the aspects of energy conservation, governance, maintenance and other environmental protection. Through ecological sports, green sports and other means, the city's spatial environment is built, with emphasis on green space, air and water purification, so as to arouse citizens' awareness of environmental protection and realize the upgrading of the soft environment. At the same time, we can't ignore the negative impacts of sports events on urban spatial environment, including redundant construction, destruction of traditional architecture landscape, loss of traditional culture, Matthew effect in different regions, and crowding out effect of urban public services.

2. The impact of urban development on urban sports events.

2.1. The influence of urban politics on urban sports events.

As the most important role of the city government in the stakeholders of sports events, an open, inclusive and clear policy is the prerequisite and strong support for the development of sports events, and sports events cannot operate independently without the needs of city politics. With the urban development entering the post-industrial stage, the government has realized that sports events can not only enhance the national image, but also integrate into urban development, become a tool of urban management, and play an important role in urban governance, urban economy, urban culture and other aspects, thus promoting urban transformation and upgrading. The reason why sports events are in full swing in modern Chinese cities lies in the fact that sports events make the city more competitive, with upgraded network system in the whole city. Moreover, with the marketing of sports events, the Chinese urban government has an opportunistic tendency, and is keen to use sports venues to promote the development of urban economy as the basis for its promotion, which is an important mechanism for the prosperity of Chinese urban sports events at present.

2.2. The impact of urban economy on urban sports events.

Urban economy is the motive force of "sports events and urban development system", which embodies the changing characteristics of internal and external supply and demand in different periods. In essence, the development foundation of "Sports Events and Urban Development System" is the abundance of production factors, and the most important thing of sports events is the development of capital and labour. The development of urban economy can effectively solve these two problems and ultimately determine the level and scale of sports events. Therefore, China's small and medium-sized cities should not blindly hold sports events. They should recognize the changes of supply and demand inside and outside the system according to the comprehensive strength of the city, and do what they can to achieve the best efficiency of sports events in boosting urban development.

2.3. The impact of urban population on urban sports events.

Sports events are labor-intensive activities, which need a lot of labor to support their development. The total population of a city directly determines the city's ability to digest sports events, which should be adapted to the scale of sports events, otherwise it is easy to produce Montreal trap. With the continuous development of sports events and related industries, urban high-quality talents become a strong guaranteeing element for the further sustainable development of sports events, which can not only provide high-quality organization and management of sports events, but also ensure athletes to give full play to their own level, provide good participation in sports for the audience and ensure the complete success of sports events.

2.4. The impact of urban space on urban sports events.

The development of sports events needs the support and cooperation of many industries in cities, and cities need to improve the acceptance and carrying capacity of sports events through the transformation of infrastructure, transportation, public services, ecological environment and supporting facilities. The construction of stadiums and gymnasiums has changed from simple competitive function to compound function. Their aesthetic value and cultural function reflect the differences of cities, thus attracting more contestants and audiences. In addition, cities also provide spatial support for the development of sports events. Generally speaking, when cities hold sports events, they will re-plan the construction, space design and traffic expansion of the hosting area. This can better enhance the experience of participants in sports events and promote the continuous expansion of the scale of sports events.

3. Analysis of the factors influencing the coupling between sports events and urban development.

In a recent study, through coupling model and grey relational analysis, taking Chengdu Marathon as an example, it was found that the coupling coordination between Chengdu Marathon and Chengdu development system was on the verge of imbalance in 2015/2016, and it was barely coordinated in 2017/2018 and reached primary coordination in 2019, indicating that the coordination between Chengdu Marathon and Chengdu development was getting stronger and stronger. The marathon events have played an increasingly significant role in driving the development of Chengdu. Before 2017, the urban development system developed faster than the marathon event system, which was for the lag period of the event development, that is, the development of Chengdu drove the marathon event development. After the Chengdu government took over the event in 2017, the Chengdu marathon event developed rapidly, and this stage was for the lag period of urban development. That is, the Chengdu Marathon promotes the development of the city. The internal mechanism may be as follows: on the one hand, the governments of Chengdu and Sichuan Province pay more attention to the marathon events, and use it as an important carrier and business card in the urban development strategy for marketing promotion, which makes the popularity and influence of Chengdu Marathon at home and abroad rise rapidly; On the other hand, as long as people, property, planning, organization, management, promotion and marketing experience have accumulated to a certain extent, sports events can get a rapid development, while urban development is a slow and continuous process, which needs a variety of internal and external factors to drive together. In all indexes of urban sports event system, urban tourism income, the proportion of tertiary industry in GDP and urban GDP are the most important influencing factors. Sports events can attract a large number of contestants, spectators and tourists at home and abroad, and the urban tourism income has increased significantly; On the one hand, the proportion of tertiary industry in GDP shows that sports events play an important role in adjusting the urban economic structure, It also shows that the promotion of service industry has played a role in guaranteeing and promoting the promotion of competition level. The urban GDP provides the necessary basic level construction and sports venues for the successful hosting of sports events. The increase in spending on education and entertainment means that citizens attach importance to sports events and yearn for a healthy life, which has a strong positive effect on the success of sports events.

4. Coupling strategies of urban sports events and urban Development

4.1. Improve the impact of urban sports events on the level of urban development

High-level and high-quality sports events are of great significance to the level of urban development. It can be roughly divided into early, middle and late effects. In the early stage of sports events, the city

government will invest in infrastructure, transportation, environment and publicity, which will not only adjust the regional structure of the city, fully allocate the regional structure and idle resources, and increase the total GDP of the city. Promoting the new development of the city can also enrich the cultural connotation of sports events, expand the popularity of sports events, cultivate high-quality sports event tourism products and enhance the economic benefits of sports event tourism. When sports events are held, the city should not only host people who directly participate in sports events, but also include a large number of spectators, who are random tourists in the city. The pure increase in the number of tourists will have an agglomeration effect during the competition, which will have a great influence not only on the local tourism but also on the tertiary industry. After the successful hosting of the sports event, with the expanding influence of the event, it will attract more people to participate and appreciate, and the brand, culture and popularity of the city will also rise, attracting more tourists. In this process, the successful experience in planning, organizing, marketing and managing sports events will bring new theoretical and practical guidance to the urban tourism industry. The newly-built stadiums and gymnasiums will become the new landmark and/or new cultural carrier of the city, and will provide new tourist hotspots and destinations for tourists. High-level and high-quality sports events, it can also cultivate high-quality sports event practitioners. This kind of human capital and intellectual capital will continuously improve the overall quality of sports events and even the event tourism industry, continuously improve the comprehensive efficiency of tourism production factors, and promote the rational adjustment of the structure of urban tourism and even the tertiary industry with high added value, thus more effectively promoting urban development.

4.2. Improve the impact of urban development on the level of urban sports events.

As mentioned earlier, the total economic volume of a city is decisive for the development of sports events, and the smooth hosting of urban sports events must be supported by the economy and the development of the tertiary industry. The main reason for the rapid development of Chengdu marathon sports events after 2017 is the support of Chengdu municipal government, which is a systematic project. With the support of the city government, there will be a corresponding competition management department, and professionals will plan, organize, manage and publicize the competition, and formulate corresponding rules and regulations and rules. In addition, the supporting construction of Chengdu Marathon sports events involves infrastructure construction, traffic expansion, construction of stadiums and gymnasiums, improvement of accommodation facilities, leisure and tourism services, urban security, environmental protection and other aspects, all of which need the guarantee of urban economy and event investment. With the continuous improvement of Chengdu's overall economic level, the investment in Chengdu Marathon sports events has increased year by year, and in 2019, it has become a candidate for the World Marathon Grand Slam League. The brand influence of the events has increased significantly, and the numbers of sponsors and the total value have become even bigger than before. We believe that Chengdu should take the government as the lead and the market as the auxiliary, make use of market regulation, and constantly improve and optimize all production factors of the competition. For example, we should speed up the construction of urban intelligent infrastructure, increase the competitiveness of transportation, accommodation and catering, promote consumer entertainment services, standardize the service and management standards of sports events, improve the quality of employees in related industries, increase the economic and technical links between sports enterprises and tourism, catering and real estate enterprises, and extend the sports industry chain. In this way, the structure adjustment of event tourism and even the tertiary industry can be realized, and the coupling and coordinated development of urban development and sports event system can be realized.

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