

Research on the Implementation Path of Sports Event Tourism to Revitalize City Development

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Abstract: *The relationship between sports events and the revitalization and development of cities is very close, and they interact and complement each other. This paper uses the research methods of literature and social investigation to make a thorough and detailed study of Anshan's sports event tourism and urban revitalization and development. According to the study, Anshan City has done a solid job in the "six stability" work, fully implemented the "six guarantees" task, thoroughly implemented the "spring breeze action" six projects, and regarded the "four industries integration" integrated development as one of the important projects. Vigorously promote the integration, complementarity of the four major industries of culture, tourism, sports and health, and better drive the consumption industries such as "food, housing, travel, shopping and entertainment" to form a new business form and new mode of urban integration economy that is interconnected and mutually reinforcing, attract people with culture and physical education, retain people with tourism and health, help the cultural and tourism industry to accelerate recovery, enhance popularity, expand employment and promote consumption upgrading, stimulate the vitality of the city, strive to cultivate new opportunities in the crisis, and open a new situation in the changing situation.*

Keywords: *sports event tourism, urban revitalization and development, Anshan City*

1. Introduction

The holding of sports events can attract tourists to watch the games. It can not only promote the development of local economy and related industries during the event, but also further exert social effects, promote the rapid development of various social undertakings in the host city, improve the image of the host city, and bring far-reaching positive effects to the city[1]. Therefore, the state attaches great importance to sports events and has issued a series of policy measures to encourage and support the development of sports events. Major cities have begun to set off a wave of sports events. They hope to use the event to improve the economic benefits of the city, establish an excellent and distinctive image of the city, create a strong urban sports culture atmosphere, and then enhance the city's popularity, reputation and influence. The relationship between sports events and urban development is essentially a two-way relationship, and it is not only a one-way pulling effect of sports events on the city[2]. The impact of urban development on the event is equally important, and its level determines the success of the event. The higher the level of urban development, the more comprehensive the guarantee for the event will be, and the quality of the event will be improved accordingly. However, at present, sports events are generally organized and operated as an isolated and separate event in the event venue, which stops at the short-term economic pulling effect brought to the local during the event, and focuses solely on the impact of the event on urban development, but ignores the two-way mechanism between the event and urban development, which is difficult to produce the positive effect of "1+1>2" between sports events and urban development. These realities have brought great challenges to the planning, organization and marketing of the managers of the event and the host city.

2. Sorting out the relationship between sports events and city development

With the gradual deepening of commercialized operation, sports events have developed from a group gathering activity with the core content of sports competition at the beginning, which is held regularly or irregularly and has a specific time range, to a comprehensive activity involving audiences, news media, sponsors and other subjects, and includes many factors such as business, sports,

entertainment, culture and so on[3]. The improvement of various components of the urban system, such as the steady growth of the economy, the optimization of the social structure and the improvement of the cultural accomplishment of urban residents, is the connotation of urban development. Many studies have shown that sports events will have positive effects on the economic, political, social and cultural aspects of the host city. In addition, sports events can help establish the city brand image, promote the rapid development of urban tourism, improve the urban environment and create a good urban sports culture atmosphere[4]. Therefore, the development level of sports events has gradually become one of the criteria for weighing the development level of a city. On the contrary, the good development trend of the city is also a booster for the success of sports events. For the event, the government's policy support plays a decisive role, providing a strong guarantee for the event by enhancing urban security, improving urban environment, and promoting infrastructure construction. The economic strength and development level of the city are the key support for the smooth promotion of sports events and the improvement of the quality of events. At present, major cities in China regard sports events as an important means to promote urban development, but the close relationship between sports events and urban development has not been given enough attention. As shown in Figure 1.



Figure 1: Sports events and city development

3. Analysis of the role of sports events in city development

The holding of sports events can effectively and rapidly promote the development of the host city in many ways, strengthen the overall strength of the city, optimize the urban industrial structure, and drive the commercial investment related to the events. First of all, in view of the strong industrial relevance of sports events, its holding can promote the development of tourism industry, cultural industry and other related industries[5]. During the event, the tertiary industry, such as tourism, developed rapidly, and its proportion gradually increased, and the industrial structure was continuously optimized. Secondly, the holding of sports events requires a large number of infrastructure equipment and supporting services as a guarantee. These new investment needs will attract a large number of investors and sponsors, and drive the investment in tournament-related industries. For example, Anshan City has been promoting the construction of a famous city for sports events in the past two years. In 2021, the infrastructure investment of the city increased by 37.5%. In terms of improving the vitality of the cities hosting the games, stimulating urban consumption and increasing urban economic income. Sports events, especially internationally renowned sports events, will attract a large number of contestants and event spectators to the host city. Their consumption in the city will increase the urban economic income and promote the urban economic development. In 2018, Liaoning Qianshan Tourism Group Co., Ltd. and China Olympic Plaza Management Group Co., Ltd. officially signed a contract on the cooperative operation project of Anshan Olympic Sports Center. The signing of the project not only took the step of cooperation and development between Qianshan Tourism Group and foreign enterprises, but also opened a new development model of "tourism+sports" in Anshan. The implementation of the project is not only of great significance to promote the development of sports, tourism and cultural industries in Anshan City, but also can effectively activate state-owned assets and improve the market value of state-owned assets. After the project is put into operation, it will organize rich national sports events and commercial activities, which has far-reaching significance for promoting the development of "tourism+industry", deepening the reform of state-owned enterprises,

and comprehensively revitalizing steel. After the signing of the project, Qianshan Scenic Area will organize Qianshan Tourism Group to fulfill the agreement faithfully according to the deployment and requirements of the municipal party committee and the municipal government, and go all out to implement the work tasks, fully complete the cooperation objectives with the China Olympic Plaza Management Group, and achieve win-win development.

4. Analysis of the role of city development in sports events

Good city development provides material resources and important guarantee for the development of sports events[6]. First, the government attaches great importance to sports events and carries out corresponding urban development policies, which are prerequisites for the smooth development of sports events. The success of the event cannot be separated from the high attention of the city government to the event, let alone from the urban development policies formulated by the city government. Secondly, the sustainable development of urban economy and good economic conditions are the solid foundation for holding sports events. Sports events have the characteristics of large investment in the early stage and long preparation and recovery cycle. Therefore, only when the city's economic development is good can it provide sufficient financial support for the event and improve the level of the event. Thirdly, the good development of urban society effectively ensures the success of the event. The good development of the city has accumulated a large number of high-level talents, which is convenient to serve sports events. On the one hand, the smooth development of the event depends on sufficient human resources and professional event organization and management personnel; On the other hand, the spectators of the event can feel the good image of the city through the practitioners, which is of great significance for improving the image of the city. Finally, good urban environment can significantly and positively affect the quality of sports events. As the material carrier of the event, the higher the quality of its natural and cultural environment, the better the quality of the sports event will be.

Anshan is rich in cultural tourism resources, enjoying the reputation of Steel Capital, Jade Capital, Magnesia Capital, and the hometown of hot springs; the culture of storytelling has been changing over the years. A large number of famous writers such as Liu Lanfang and Shan Tianfang are famous throughout the country and have more than ten national intangible cultural heritage projects; Meng Tai, Wang Chonglun, Lei Feng, Guo Mingyi and other heroes' deeds have been handed down from generation to generation; Anshan, known as the "famous city of national football", has emerged from the world champions such as Ma Long, Li Xiaoxia and Guo Yue; Tanggangzi Hot Spring Sanatorium, with a history of "thousand years of hot spring and one hundred years of physical therapy", is one of the four major physical therapy and rehabilitation bases in China. However, the sudden COVID-19 has brought unprecedented impact to Anshan's cultural and tourism industries. In the face of the epidemic, it is impossible to cope with the danger and turn it into an opportunity automatically. It depends on active response and hard work, and on being good at finding countermeasures, paths and methods to turn it into an opportunity. Anshan City is deeply aware that under the background that cultural tourism has become an indispensable part of the people's good life, the long-term trend of the development of cultural tourism industry has not changed. To this end, Anshan City, focusing on adapting to the new trend of consumption, has deeply implemented the "spring breeze action" and "four industries integration" project, and vigorously promoted the integration of culture, tourism, sports and health industries, complementing each other and complementing each other, constantly innovating products, upgrading experience, improving supply capacity, and better driving consumption industries such as "food, housing, travel, shopping and entertainment" to form a new business model of urban integrated economy that is interconnected and mutually reinforcing, Gather popularity, expand employment, promote consumption upgrading, and stimulate urban vitality. Plan on the overall situation and make decisions at key points. Focusing on industrial integration and strong supply, Anshan City has issued the Implementation Plan of the Four Industries Integration Project of the Spring Wind Action, which proposes 42 specific tasks and measures from seven aspects: cultural and tourism enterprise assistance, spring tourism recovery, online marketing promotion, tourism product upgrading, sports tourism innovation and development, stimulating cultural vitality, and improving service quality, highlighting the characteristics of culture, tourism experience, sports participation, and healthy integration, Cultivate consumption hotspots, expand consumption space, expand consumption market, improve consumer sentiment, and deepen the construction of urban vitality. In particular, Anshan City has made great efforts to help cultural and tourism enterprises. Focusing on solving the problems faced by enterprises, Anshan City has taken measures such as establishing and improving the system for leading cadres to work in enterprises on the spot, implementing the package guarantee and assistance project, and

enhancing the confidence and momentum of market entities to help enterprises overcome difficulties. Anshan City has established and improved the system for leading cadres to work at the enterprise site, introduced the responsibility system of the Standing Committee of the Municipal Party Committee, further deepened the government-bank-enterprise docking service, and made efforts to solve the actual problems faced by enterprises. Leaders take the lead in setting an example and taking the lead in going to the grass-roots site for work. At the same time, Anshan City selected excellent cadres to go deep into various cultural and tourism enterprises, coordinated the implementation of relevant preferential policies, and collected and solved various problems encountered by enterprises. Among them, 433 operators of cultural and tourism enterprises affected by the epidemic were organized to participate in the online professional training and paid vocational skills training of "Lvdu School", and applied for more than 1.2 million yuan of subsidies for paid training enterprises; Refund part of the quality guarantee deposit of 11.9888 million yuan from 103 travel agencies; Organize the municipal performing arts group and art theater to perform in the scenic spot free of charge; Coordinate and allocate special funds of 9.11 million yuan for the construction of local public cultural service system subsidized by the central government; Strive for 1.81 million yuan of special support funds for provincial tourism relief and 3 million yuan of discount interest for provincial tourism special loans; Strive for preferential water price policies for 18 sports operators. Anshan City has also continued to strengthen the confidence and momentum of market players, issued the "Anshan City Local Travel Agency's Incentive Measures for Attracting Customers into Anshan" and "Anshan City's Administrative Measures for Attracting Customers into Anshan Joint Consumption List of Designated Reception Enterprises", and built the "One Code Tour Anshan" smart tourism platform and Anshan City's Attracting Customers into Anshan Joint Consumption Platform. The platform has been developed and constructed, and is currently under online testing. At the same time, we have comprehensively promoted the upgrading of scenic spots. Tianyuan Agricultural Scenic Spot and Xianghe Manor Scenic Spot have been successfully promoted to the national 4A level tourist attractions, and 10 scenic spots, including Anshan Ruixing Sect World Scenic Spot, Qingzi Family Museum, and Shangshiqiao Leisure Resort Scenic Spot, have been promoted to the national 3A level tourist attractions.

5. Discussion

First of all, city managers should strengthen their strategic understanding of the mutual promotion and interaction between sports events and urban development, and deepen the development concept of "running events is running cities". In the process of promoting the construction of an event city in Anshan City, managers need to adhere to the principle of coordinating the development of events and cities, and promote the development mechanism of "competition" for "city" and "city" for "competition". While increasing the investment in the event, improving the economic and social benefits of the event, and promoting the high-quality development of the city, we should also increase the investment in the economic, social and spatial planning and construction of the city, and improve the service capacity of the city, so as to comprehensively guarantee the success of the event and improve the quality of the event.

Secondly, strengthen the connection between Anshan sports events and urban industries, and implement the development strategy of taking events as the main body and supporting urban related industries. From the perspective of supporting industrial growth, city managers need to actively cultivate supporting and extended industries related to sports events through policy support, build a complete industrial chain, and support and encourage the integrated development of sports events and multiple urban industries. For example, the active development of urban sports tourism, urban sports leisure and other related industries will not only help to strengthen the connection between events and urban industries, but also promote the linkage development of events and urban industries.

Finally, strengthen the coupling and coordinated development relationship between Anshan sports events and urban development system, and promote the coupling and coordination of the two systems to a higher level. The two systems have initially entered the coordination stage, and the development of the event is leading the development of the city. Managers need to play a leading role, reasonably plan and guide the development of sports events, so as to drive the healthy development of the city. To be specific, we should strengthen the planning, organization and operation of internationally renowned events and self-owned brand events, enhance the influence and radiation of events, give full play to the positive benefits of events such as improving the composition of urban industry, promoting urban economic growth, and enhancing the image of the city, truly realize that "running events" serve "running cities", and improve the degree of coupling and coordinated development of the two.

6. Conclusions

(1) There is obvious coupling between sports events and urban development, and various factors in the system depend on and promote each other. First of all, the competition can not only optimize the composition of urban industries, but also promote urban investment and promote the steady growth of urban economy. The good economic development of the city lays a solid foundation for the success of the event, and the booming urban development situation provides a solid material condition for the event. Secondly, sports events can also broaden the employment of labor force and improve the level of population urbanization. The excellent urban social environment and urban space will effectively help improve the quality of sports events.

(2) The development level of sports events and urban development system is on the whole increasing trend, but there are significant differences in the growth range. Comparing the development level of the two systems, it is found that they have obvious two-stage characteristics. The first stage is that before 2013, the development level of the urban development system is higher than that of the event system. At this time, urban development drives the development of the event. It shows that the development of the city to a certain extent can provide support and guarantee for the holding and promotion of the event. However, the development of the event is relatively backward, and its positive effect on the urban development has not yet fully manifested; In the second stage, from 2013 to 2018, the development level of the sports event system has been rapidly improved and anti-superiority has been achieved. At this time, it is the event that drives the development of the city. Because with the rapid development of the event, its effect on economic growth and social gain is constantly strengthened, and the event gradually feeds back the development of the city.

(3) On the whole, the coupling degree of sports events and urban development in Anshan City remains stable at a medium level, and there is still room for progress. The degree of coupling and coordination between the event and the urban development system has increased year by year, with a large range of changes, and has changed from the imbalance stage to the primary coordination stage. It shows that the coupling and coordination relationship between sports events and urban development in Anshan has gradually presented a benign development trend. Urban development supports and ensures the holding of events, which promote urban development, and the effect of mutual promotion, coordination and interaction between the two systems is constantly strengthened.

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