

Exploration of Sports Events to the Cultivation of Urban Sports Culture

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ABSTRACT. *Sports events have a subtle influence on the cultivation of urban sports culture, and the research is of great and far-reaching significance. This article uses literature research methods and logical analysis research methods to conduct an in-depth and detailed analysis of the impact of sports events on the promotion of urban sports culture. Studies have found that hosting sports events can condense the centripetal force of the city, enhance the attractiveness of the city, and expand the city's radiation power, which can enhance the soft power of urban culture. Therefore, this article puts forward countermeasures and suggestions for improving urban sports culture by relying on sports events: Integrate events with local culture to form a distinctive positioning of urban culture; introduce high-end cultural talents to form an urban cultural development pattern that is near and happy; create a city cultural brand, comprehensively enhance the core competitiveness of urban culture.*

KEYWORDS: *sports events, sports culture, urban culture*

1. Introduction

Urban culture is the cultural characteristics, spiritual temperament and cultural values shared by citizens during the development of the city [1]. The core function of urban culture is to use its diversified cohesion, centripetal force and influence to play a role in promoting urban economic development, developing foreign economic and trade exchanges, and expanding cultural exchanges. Since the successful hosting of the Beijing Asian Games in 1990, my country has successively hosted comprehensive sports events such as the Beijing Olympics, the Guangzhou Asian Games, and the Nanjing Youth Olympics. According to estimates by domestic and foreign experts and scholars, hosting sports events can increase the speed of urban development and expand the scale of urban development. It can be seen that in the process of bidding, organizing, and holding sports events, it brings not only a huge increase in the city's economic strength to the host city, the improvement of the level of urban infrastructure software and hardware, the improvement of the city's image and citizens' mental outlook, more importantly, the cultural imprint of the city is significantly enhanced by hosting sports events.

2. The impact of sports events on urban culture

Sports events have the function of fusion of culture. It can integrate the city's historical culture, regional culture and advanced foreign culture, enrich and expand the rich content of sports events with culture, and form the city's unique cultural core competitiveness.

2.1 Consolidate the centripetal force of urban culture

The process of bidding, organizing and holding sports events is also a process of cohesion of urban cultural development. Whether the host city can achieve the expected results and whether the overall image of the city can be greatly improved depends on the cohesion of the city's cultural centripetal force. Externally, cultural communication can condense the centripetal force at home and abroad. Cultural centripetal force is a force formed by the integration of multiple factors. It includes tangible transportation, communications, venues and other hardware constructions, as well as intangible historical and cultural heritage, human resources, etc. In today's diversified world cultural development pattern, world cultural thoughts are increasingly violent and collide, cultural exchanges and blends are more active, and urban culture has formed a cultural centripetal force through dissemination. The host city must improve its cultural soft power, enhance its international competitiveness, and bear the brunt of strengthening the construction of its distinctive cultural communication capabilities. Guangzhou took advantage of the opportunity of hosting the Asian Games, and relied on emerging media and the Internet to increase the popularity of the city's intangible cultural heritage. The charm of the ancient city of humanity has formed a strong centripetal force at home and abroad. The gain is not only the increase in popularity, but also the power of urban cultural transmission radiation effect. Internally, cultural dissemination can unite the centripetal force of the general public in the city where the event is held. The successful bid for large-scale sports events can greatly enhance the centripetal force of the general public, and its sense of honor and pride can easily arouse the citizens' positive spirit of striving and strong patriotism [2]. The government takes advantage of the situation to introduce the attraction of the event to the citizens and the centripetal force inspired by the attraction to the main theme of the sports event, integrate the resources of the society, and pool the efforts of all people to run the sports event, naturally to promote the Olympic spirit, improve the ideological and moral quality of the citizens, and cultivate the society civilized fashion has multiple effects of mobilizing the whole society to participate in the construction of urban cultural soft power. Nanjing, which successfully hosted the Youth Olympic Games, aims to enhance the cohesion and centripetal force of the city's culture. By tapping Nanjing's cultural resources, cultivating the spirit of new citizens, carrying out ethical practice activities, and deepening the city's civilized construction, it has effectively improved the quality of its citizens, a centripetal force with the city spirit as the core is formed [3].

2.2 Enhance the cultural attraction of the city

A city has spirit. This spiritual characteristic is implicit in its long-standing historical context and regional cultural heritage. It embodies the city's history, culture, folk customs and customs, and embodies the city's common value orientation and cultural heritage. It has the magical charm of changing the public's psychology, can greatly enhance the citizens' sense of pride, honor and patriotism, and form a strong atmosphere of positive health, unity, and harmony from top to bottom. Through collecting emblems, songs, mascots, issuing commemorative stamps, torch relay and other activities, the general public will be gathered in a series of colorful activities to organize the event, change the general public values and spiritual outlook, and inject the spirit of the city, pursuit of ideals, and the connotation of the times of building civilization together, providing a huge spiritual power for the economic and social development of the city.

Holding sports events has a positive effect on stimulating urban economic development and enhancing cultural development [4]. Sports events will bring a golden opportunity for the development of the host city's culture. It builds an interactive platform for cultural exchanges between the host city and domestic and foreign cities, opens a window to show the city's image to the world, and attracts attention from all over the world. At the same time, sports events have the power to attract global media, making them the focus of world public opinion and giving the world an opportunity to recognize, feel, communicate, and develop. Let the outside world feel the history and culture of the host city, city style, customs, cultural concepts, etc., expand the visibility and international influence of the host city, and bring great potential for the development of urban culture.

Innovation is an inexhaustible driving force for a city to prosper, and the fundamental value of culture lies in innovation. The bidding and hosting of sports events brought a series of opportunities for the host city to catalyze cultural innovation [5]. From the collection of emblems, anthems, and mascots, the issuance of commemorative stamps, the torch relay to the opening and closing ceremonies, from the construction of sports venues, urban transportation, communications and other supporting facilities, to the construction of citizens' spiritual civilization and matching events the creation of a natural and cultural environment will in turn form the host city's economic, cultural, transportation, communications and other software and hardware construction highlights, which will positively promote the development of the host city's construction, tourism, and service industries. The holding of sports events will also promote the innovation and development of the radio, film and television network media cultural industry, promote the upgrading of a number of original well-known cultural brands, and promote the formation of the cultural industry chain of the host city.

2.3 Expanding urban cultural radiation

A strategic opportunity for sports events to enhance culture. Through the holding of an influential intercontinental sports event, it will undoubtedly establish an

interactive platform for cultural exchanges between the host city and domestic and international cities. Sports events have strengthened the attractiveness and influence of the city through the spread, radiation and rendering of various media.

This is the era of brand competition. Brand determines the radiation and influence of urban culture. It is a sign of the quality of urban culture. It embodies the characteristics, style and taste of urban culture. It is the long-term accumulation of the city's cultural construction. The construction of a cultural brand is the most important thing in enhancing the cultural radiation of a city. Its own communication power, competitiveness and influence determine the influence, characteristics, aesthetics and reputation of the city. Driven by sports events, the host city will inevitably take the opportunity to set up a cultural platform, integrate, upgrade, and innovate a number of cultural and creative brands with bright spots and selling points "people do not have, and others have my own", forming a vertical and deep level horizontal and multi-angle cultural radiation pattern.

Sports events are the most influential and widely participated sports event in the world. Except for the direct income of hosting events, after the event ends, the import and export trade of the host city or host country will expand, cultural, economic, and technological of increasing communication. On the one hand, the radiation and dissemination of urban culture will attract a large number of foreign investment in finance, cultural creation, tourism, real estate and other industries, and become a driving force for the economic take-off of the host city. On the other hand, economic development has become a strong backing to promote cultural radiation. The current world economy has entered the "culture +" era, and industries such as "culture + tourism", "culture + finance", and "culture + Internet" have developed rapidly, which has promoted the all-round development of urban culture and has been driven by the development of cultural industries the rise of urban GDP.

3. The basic path of sports events to cultivate urban culture

3.1 Integrate the event with local culture to form a distinctive positioning of urban culture

The Guangzhou Asian Games has not only become the focus of media and public attention around the world, but also demonstrated to the world the profound heritage and multiculturalism of Guangzhou's Lingnan culture. The secret of its success lies in the organic combination of Asian Games culture and local culture to develop profound sports event culture. First of all, the host city must do a good job of deep integration of sports events and local culture. Taking an inventory of the culture of international sports events, we can find that only by doing a good job in the docking, integration and operation of sports events and local culture can we develop a sports event culture with distinctive characteristics and profound influence, and ultimately form the core competitiveness of urban culture. Hangzhou, which has successively hosted a series of sports events, has a very attractive urban cultural menu. Longjing tea rhyme, silk fashion, seal cutting culture and many other

distinctive cultural symbols have become label-like Hangzhou flavors. In the preparation of sports events, the host city should first use sports culture as a carrier to achieve an organic combination of the Chinese civilization that has nurtured a thousand years and the modern culture of the times. Second, the host city must determine a distinct urban cultural positioning, a forward-looking cultural perspective, and coordinate the various resources of the city, so that culture becomes the engine and driving force for development and innovation. Third, the host city must complete and improve public policies that are conducive to the promotion of urban cultural development, formulate operational development measures for sports, and build a platform for mutual coordination and mutual development between cultural resources and public policies.

3.2 Introduce high-end cultural talents to form a pattern of urban cultural development from near and far

Looking back at the cities hosting the sports events, the stadiums and municipal facilities left after the events have all become the homes of influential international financial institutions and consortia. The host cities of sports events such as the Olympic Games and the Asian Games have all regarded the recruitment of high-end talents as one of the purposes of hosting events. The promotion of urban culture is inseparable from high-end talents. The host city of the event should focus on stimulating cultural vitality and creativity, and allocate think tank resources for the promotion of urban culture. Establish a green channel for high-level and scarce cultural talents, construct a mechanism for the cultivation and use of cultural talents, and focus on introducing high-end talents such as domestic and foreign cultural entrepreneurs, cultural product creators, and cultural planners to form a group of cutting-edge theoretical, academic, and cultural talents. At the same time, it formulates preferential conditions such as systems, policies, and treatments, and introduces influential cultural celebrities and masters at home and abroad to set up studios in the host city, attracting domestic and foreign experts, scholars, and cultural and creative elites, so that the host city will become a distant and recent urban cultural development pattern.

3.3 Create urban cultural brands and comprehensively enhance the core competitiveness of urban culture

Creating a city's unique cultural brand is the key to comprehensively enhancing the core competitiveness of urban culture. The first is to implement the strategy of promoting cultural industry projects. Focus on the construction of cultural industry bases and regional characteristic cultural industry clusters, scientifically plan a group of cultural industry bases with scientific spatial layout, close industrial chain connection, and strong radiation influence, and create characteristic cultural brands and cultures with core competitiveness and regional identity product. The second is to do a good job in upgrading cultural industry brands. Increase the strategic support of well-known brands, lead cultural innovation with high-end creativity, expand the

intersection of cultural and creative industries and high-tech industries, and form the development and influence of original cultural brands in the cultural and creative industries. Utilizing the market system and network system of multinational corporations, bringing increasingly innovative cultural characteristic brands, with the help of large-scale cultural festivals, domestic and international expositions, and government and non-governmental foreign cultural exchanges, we will try our best to explore international cultural markets such as tourism, entertainment, and video production. The third is to improve the policy support service system for the development of cultural and creative industries. Improve the urban public cultural service system, and support and fund a number of key cultural industry projects and creative products with domestic influence and foreign markets. Form an influential cultural brand to enhance the cultural core competitiveness of the host city.

4. Conclusion

To host sports events, we must correctly handle the dialectical relationship between sports events and the development of urban culture. From the perspective of the consistency between the hosting of sports events and the development of urban culture, the link between sports events and culture should be resolved. Especially in the construction of sports facilities, the overall architectural style of the stadium, the cultural characteristics of the competition, and the events related to the competition should be incorporated into the urban construction plan to make it compatible with the city's historical and cultural accumulation and urban temperament. It is strictly forbidden to engage in image projects that labor the people and money at the same time, do a good job in the protection, development and inheritance of the material and cultural heritage of sports events.

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