

Study on the Impact of Urban Tourism Economic Development on the Conduct of Major Sporting Events Based on Beijing-Tianjin-Hebei City Cluster Analysis

Wu Yidan

*School of Tourism and Hospitality, Beijing International Studies University, Beijing, China
13581589934@163.com*

Abstract: Qatar spent a huge amount of 220 billion US dollars to host the 22nd World Cup, so that the country's name quickly entered the global vision, but also the world has a high spending power of the group to come to the scene to watch the game, into the city. It is because Qatar has rich resources and economic support that it can afford to carry out such a big sporting event. It can be seen that there is a natural coupling between sports and tourism, and sports events are a special and important tourism resources. When a city's popularity, brand effect, economic and social development and cultural inheritance are showing a steady and good trend, the hosting of iconic sports events and sports events has become a true portrayal of their economic status, and at the same time to achieve the leapfrog development of tourism destinations driven by events.

Keywords: Sports events, Beijing-Tianjin-Hebei region, City, Tourism economy

1. Introduction

Urban economy is the academic consensus to speed up the development of sports industry and the important motivation for many cities to bid for sports events. Many tourism cities will hold sports events and carry out sports events tourism activities as an important choice to improve tourists' attraction and cope with tourism market competition. In the past, China has hosted a number of remarkable, all-encompassing events, such as the Asian Games in Beijing in 1990, the Third Asian Winter Games in Harbin in 96, the World University Games in Beijing in 01, the sixth Asian Winter Games in Changchun in 07, the Beijing Olympic Games in 08, the World Winter University Games in Harbin in 09, and the Winter Olympics in 2022, and so forth. It is due to the tourism economic development of these host cities that sports events can attract a large number of tourists, thus promoting the stable and sustainable development of the tourism industry[1]. Conversely, the host city's environmental pollution, traffic congestion, and rising prices all appear to have adverse effects in terms of negative benefits. Consequently, this paper concentrates on the impetus of the tourism industry of the host city for the hosting of grand sporting events, and evaluates the pros and cons of this. To expedite the tourism economy's growth, the host city should capitalize on the chance to host events to further its promotion. Offering advice for augmenting the profound interplay between hosting sports events and tourism, this can be a great aid.

2. Purposes of the Study

Sports industry is an important driving force in the building of powerful sports country. Our country, as a potential sports power, has undertaken all kinds of large sports events in the last decade and has manifested its powerful empowerment of tourism in the process.

The integration of sports industry in Beijing, Tianjin and Hebei as a demonstration project of our nation is of great representativeness and significance for research purposes.

By employing econometrics, I have conducted empirical research to investigate the effect of urban tourism economic growth on large-scale sports events. Urban economic development's impetus on the building of sports events, the enhancement of tourism infrastructure, the cultivation of a favorable city reputation, and the augmentation of tourism management proficiency are all driving forces. GDP is

propelled by the growth of tourism income and job openings. To promote the promotion of higher quality economic and social benefits, so as to realize the green, shared and open coordinated development of urban large-scale sports events and tourism economy.

3. A Brief Literature Review(Rationale and Justification)

3.1. Literature Review

Since the 1980s, western academia began to study the impact of large-scale sports events with the host city and consumers as the main research perspective. Scholars from both domestic and foreign sources have recently shifted their concentration away from the overall effect of the host city's economy on large-scale sports events, to the specific effect, such as the investigation into the host city's influence. Tourism has become a highly sought-after destination.

Foreign scholars mainly study in three aspects: First, in terms of "how to influence", based on the classical theories in the field of sociology and industrial economics, explore the theoretical mechanism or mode path of the influence of hosting city tourism on the development of large-scale sports events[2]; Second, in terms of "what impact", it focuses on qualitative research and analyzes the legacy of sports events, social capital and other issues. Third, in terms of "how big the impact is", it focuses on quantitative research and evaluates the effect of the impact quantitatively by constructing the input-output model (I-O) and the general equilibrium model (CGE). Moreover, relevant research shows the trend of stage-oriented and refined evaluation before, during and after the competition.

In its early stages, domestic research on grand sporting occasions is still in its infancy. Qualitative analysis is of greater significance than quantitative analysis in terms of research techniques. Most of the research on the topic of "how to make an impact" and "what kind of impact" is scant, while the research on "how big the impact is" is comparatively weak.

Zhou Xiaoli and Ma Xiaoming made an empirical analysis of the tourism effect of international sports events by using regression analysis method, and demonstrated that the economic effects of sports events and urban tourism in China are mutually positive in many aspects. The city, the host, seeks to foster a strong connection between its sports, culture, tourism and other industries, by expanding the tourist market and enhancing the city's overall reputation. Enhance the tourism industry and boost tourism revenue in the host area.

Lv Changyuan and other scholars pointed out that Beijing has carried out more mass sports events in the Beijing-Tianjin-Hebei region than the other two places. Due to Beijing's rich experience in organizing sports events, it has held numerous international and regional competitions successively.

Therefore, in the process of holding sports events in the Beijing-Tianjin-Hebei region, many advanced concepts of organizing sports events can continue to play a role in mass competitions. Beijing stands out in its capacity to host sports events in the Beijing-Tianjin-Hebei area, a privilege that is exclusive to it. Events facilitate the tourism economy. With its economic advantages in recent years, Tianjin has made great progress in mass sports during the preparation of the National Games. The number of mass sports events continues to grow, the events are more comprehensive, and the influence of the events continues to expand with the development of mobile Internet. The events are rooted in the broad masses of people, forming strong regional characteristics. However, our research shows that compared with Beijing and Tianjin, the development of urban tourism economy in Hebei is slightly slow. Compared with Beijing and Tianjin, the mass sports events in Beijing, Tianjin and Hebei are less. The events are mainly concentrated in Chinese Kong Fu, aerobics, swimming and tennis and other events with regional characteristics of Hebei, and the number of events needs to be improved.

Scholars have yet to elucidate the inner link between urban tourism growth and sports events, as well as how to foster the amalgamation of sports and tourism industries. By utilizing literature, stata analysis, logical reasoning, and other techniques, this paper endeavors to analyze the operation mode of sports events, their multifaceted effect, and their derivative promotion route from the source and to construct a regression analysis model based on the panel data of the Beijing-Tianjin-Hebei region from 2002 to 2021[3]. The model will serve for a more in-depth study of tourism economic development and major sporting events.

3.2. Hypothesis in Theory

Situated in the core region of China's urban system, the Beijing-Tianjin-Hebei urban agglomeration is one of three core regions that are part of the global division of labor system. Strategically, enhancing China's international competitiveness and strength in totality is of great importance. Sports events, at the heart of the sports industry, are essential for the harmonious growth of the Beijing-Tianjin-Hebei metropolitan area.

Based on relevant theories and empirical analysis of Stata data, taking the Beijing-Tianjin-Hebei region as an example, I believe that not all cities are suitable for hosting large-scale sports events. Only cities with considerable foundation in economy, culture, social environment, security, sports facilities and rich experience in organizing large-scale events and activities can host large-scale sports events. The successful holding of large-scale sports events in these cities with a good foundation will greatly promote the development of tourism, economy and other aspects of the host cities.

Based on this, I propose the following three hypotheses:

Hypothesis 1: The development of urban tourism economy plays a positive role in driving the development of large-scale sports events.

The economic development of the host city is inextricably linked to the growth of sports, a social practice of humanity. Sports development is not subjective development. On the one hand, it is restricted by the level of economic development, and on the other hand, it is tested by social practice. At the same time, tourism economy, as an economic industry, is also an important part of the national economy and occupies an important position. We postulate that the basis of sports advancement is rooted in economic growth. Sports undertakings are built on the material and social foundations of economic growth and social requirements. Urban tourism economy growth will be a powerful impetus for the growth of large-scale sporting events, thus enhancing the development of urban tourism economy. Local large-scale sports events can be more conducive to their development and realization.

Hypothesis 2: Urban tourism economic development of regional city brand, to achieve visibility enhancement, promotion.

Hosting major sporting events requires a coordinated concept of sustainable urban development in terms of ecology, economy, society, and humanity. First of all, in areas with better economic development of urban tourism, there is a good sports atmosphere and ecological environment, which is the basic requirement for large-scale sports events. The unique city brand and popularity of cities relying on improved economic development can bolster their influence, while also providing a certain city strength. Promoting the local host of sports events is conducive. It is thus proposed that the greater the urban tourism economic growth area, the more the city's brand awareness will be elevated, thus facilitating the swift growth of the sports industry. The city should be encouraged to host grand sporting occasions and draw in more sports events.

The construction of urban infrastructure is advanced by the growth of tourism economies, which also encourages the employment of urban units in the cultural, sports and entertainment sectors. Urban inhabitants' heightened cognizance of fitness and exercise, augmented sports intake, and the augmentation of the sports industry structure and the growth of sports events are all encouraged[4].

3.3. Value and Significance: Result-Oriented Analysis of Empirical Results

With the continuous improvement of our comprehensive strength, our GDP statistics such as the Beijing-Tianjin-Hebei region as a representative rise year by year, reflecting the direction of economic development, which greatly promotes the continuous development of sports undertakings, the cities to undertake more and more large-scale sports events. Urban sports industry development is significantly bolstered by sports events, which are a significant way to augment the city's impact. Large-scale sports events can further activate the urban sports industry economy. By driving the economic growth of the city, it can also bolster the building of urban sports facilities, heighten the knowledge of fitness and physical activity among the populace, and demonstrate the distinct charm of the city, thereby achieving the objective of encouraging tourism development.

Therefore, the indelible promotion of the holding of large research-based sports events in the process of urban economic development has become the value and significance of this empirical analysis. However, while promoting the rapid growth of urban economy, large-scale sports events may also hinder the growth of urban economy, resulting in negative effects. The emergence of large-scale sports events,

then, presents a "double-edged sword" for the growth of urban economies. Exploring the feasibility of utilizing large-scale sports events to foster the growth of urban economies and circumvent its unfavorable elements is a matter worth considering presently.

4. Research Design—Methods and Plan

4.1. Research Tools: Using Historical Documents and Search Engines to Define the Concept of Large-Scale Sports Events

Historians credit Greece, China and Egypt as the ancient birthplaces of sport. According to the first historical records, the earliest sports games appeared in the commemoration of the Greek mythology of Patroclus festival, as an important part of the festival. Today, thousands of sporting events are held around the world each year, and the types of sporting events are increasingly diverse, from grassroots championships and charity events to the spectacular Olympics and World Cup soccer games.

The concept of large-scale sports events is involved in this study. Large-scale has two meanings. First, it refers to the huge scale of the event; The other is that the impact of the games is huge. Two distinct types of large-scale sports events exist: comprehensive and single. Content-wise, these can be divided into two distinct categories. Sports events of a grand scale, such as the Olympic Games, Asian Games, and World University Games, are among them. The football World Cup, the World Professional Tennis Tournament, the Formula One Championship and so on are all examples of individual sporting events. No matter what kind of events they are, they all have the characteristics of long preparation cycle, more events, or the number of participants, teams and so on, and these events are generally global or continental, regional well-known high-level events.

4.2. Research Method

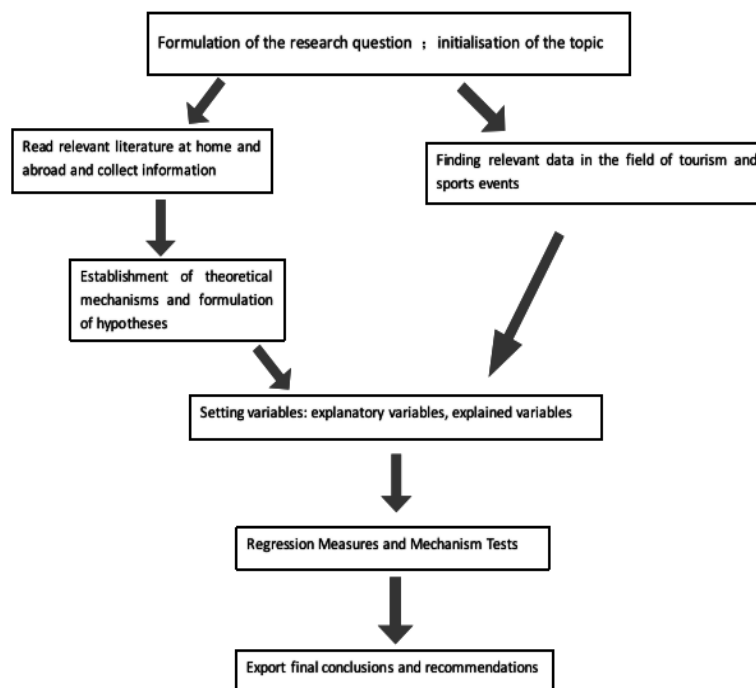


Figure 1: Research framework for the impact of urban tourism economic development on the development of major sports events

This paper summarizes the research pertinent to the effect of urban tourism economic growth on large-scale sports events through the use of literature review. The literature in this paper is mainly from the relevant academic journals, collated and collected. This paper mainly investigates the relationship between the explained variables of employment in urban units of cultural sports and entertainment

industry and various explanatory variables related to tourism, and selects the data of employment in urban units of cultural sports and entertainment industry, domestic and inbound tourists and their income in each year, tertiary industry and per capital GDP of the Beijing-Tianjin-Hebei City cluster from 2002 to 2021. Analysis of the effect of sports events on the evolution of urban tourism economy can be achieved through the utilization of software Stata data processing. This paper selects the Beijing-Tianjin-Hebei city cluster as the research sample. In order to show my research ideas more clearly, I have established the following research framework in English language, as shown in Figure 1 shows.

After the analysis, I draw a conclusion: from the perspective of urban tourism economic development, the unique charm of large-scale sports events is unspeakable. The economic development of the region has an impact on the event's hosting; sports events can also be held from various levels of "mutual penetration" in order to continually augment the event's impact. Sports events, with their greatest publicity of the host, can be a great aid in creating a positive city image and thus fostering the steady and sustainable growth of the local tourism economy. Ensuring the attainment of the ultimate aspiration of tourism and sports is essential.

5. Results and Discussion

5.1. Discussion

Year after year, the GDP and other data of Beijing, Tianjin, and Hebei have grown, mirroring the progress of China's economic growth, due to its continual strengthening of its comprehensive power. The continual growth of sports activities has been greatly encouraged, with cities hosting more grand sporting events. The development of urban sports industry is greatly enhanced by sports events, which are not only a vital part of it, but also a way to strengthen the power of cities. Large-scale sports events can further activate the economy of urban sports industry. Thus driving the overall economic development of the city, at the same time, it can also strengthen the construction of urban sports facilities, enhance the public's awareness of fitness exercise, show the unique charm of the city, and promote the development of tourism.

Consequently, the staging of grand sporting occasions has been an unassailable factor in advancing the growth of urban economy. The rapid expansion of urban economies may be encouraged by the hosting of large-scale sports events, yet this could also impede the growth of urban economies, leading to adverse consequences. The emergence of large-scale sports events as a means of advancing the urban economy is a "double-edged sword" phenomenon that can be observed. Reasonable use of large-scale sports events to effectively promote the development of urban economy and avoid its negative factors has become a problem worthy of discussion at present.

5.2. Results

In conclusion, the advancement of urban tourism is essential for the staging of grand sporting events. The sports industry's macro policies have enabled the Beijing-Tianjin-Hebei region to unify its regional benefits, create regional unified building, and use innovative growth as its internal basis. We should make good use of the city tourism economy to promote the holding and development of large-scale sports events, and then achieve the strategic upgrading of the sports industry itself, and gradually promote the optimization and transformation of the regional economy, and finally achieve a qualitative leap. Through the search of literature and data analysis, the specific achievements we have obtained are reflected in the following aspects:

5.2.1. Enhance the Visibility of the City to Promote the Rapid Development of the Sports Industry

The tourism industry in the Beijing-Tianjin-Hebei area is vigorously advancing, and the city's tourism economy can have a multifaceted effect on the hosting of grand sports events. The sports tourism industry's development is greatly enhanced by the favorable effect.

The event's success can be greatly enhanced by the city's increased visibility and exposure, thus drawing in a great number of attendees, spectators and tourists. A surge in the number of sightseers in the metropolis is also expected. During the leisure time or after the competition, the audience will also go to the scenic spots of the host city for sightseeing. The host city's tourism industry can be greatly invigorated by the influx of visitors, and the tourism sector can be a major factor in advancing the urban economy. We combine the event with the tourism industry, bringing a lot of economic benefits, so as to well help the development and progress of the local tourism industry.

5.2.2. Increased Social Employment Opportunities and Steady Progress in Strengthening Sports-Related Industries

Urban tourism economy development has a unique impact on society and people's lives, with the related jobs gradually becoming evident. Urban residents' employment prospects will be directly augmented by the rise of job openings, and the sports-related sector has a novel chance to grow in this progression. Employment is crucial to people's survival and affects social stability. The city's social advancement and economic expansion necessitates the continual influx of fresh labor, and hosting grand sporting occasions in the city will stimulate the growth of numerous sports and related industries, thereby providing more employment opportunities. The development of local accommodation, catering services and other industries can be advanced through the hosting of large-scale sports events, while concurrently the sports tourism, sports health, and sports equipment industries are burgeoning. Society can be provided with more employment opportunities, which objectively boosts per capital GDP. Statistics from 2008 reveal that the sports industry has 3.17 million personnel, and the economic benefit is a staggering 155.5 billion yuan. In 2012, the worth of China's sports and related industries had grown to a staggering 313.6 billion yuan. Such grandiose sports events provide a plethora of job opportunities, stimulate the expansion of sports-related businesses, and ultimately bolster the city's prosperity. The economic prosperity of the nation.

5.3. Reflection and Research Sentiment

It is true that the development of urban tourism has extraordinary advantages and orientation for the holding of large-scale sports events, but to some extent, urban economic development also has certain negative effects on the holding of large-scale sports events.

5.3.1. The Utilization Rate of the Venue after the Game is Low, and the Maintenance Cost is a Problem

Although the city has a certain economic ability to host large-scale sports events, but often after the completion of the event, the reuse of sports venues and later maintenance is also a problem. Before hosting large-scale sports events, numerous cities fail to plan adequately, resulting in the construction of a vast number of sports facilities, such as sports venues. However, after the completion of the games, these facilities are idle and not well used. Meanwhile, the late maintenance cost of sports venues is high, which will eventually lead to a huge waste of resources. The idleness of venue facilities is a huge problem for the host city of the event, and the maintenance cost of so many sports venues in the later stage is also a small expenditure, which also leads to the economic burden of the city.

5.3.2. Frequent Traffic Congestion, Prices Reached a New Peak

The success of major sporting events, It can attract a large number of competition personnel and spectators, and at the same time, it will directly or indirectly drive the continuous rise of fixed and non-fixed assets of the host city. Urban tourism's growth draws a great deal of sightseers, and the rise of urban flow ports will also cause a certain amount of strain on city traffic. In certain cities with deficient traffic systems and no predetermined traffic pathways, it is probable that traffic congestion will be a consequence, even impacting the daily activities and lives of the city's inhabitants. At the same time, the increase of mobile people will promote the growth of consumption, resulting in "oversupply" or "short supply", resulting in different degrees of inflation, and ultimately affecting the normal life of residents in the cities, increasing the cost of living and pressure on the public.

6. Demonstration of concrete results

This paper will present the following development ideas and suggestions, with the Beijing-Tianjin-Hebei City cluster as the primary research area, in order to make urban economic development more effective in promoting large-scale sports events.

6.1. Strengthen City Publicity, Brand Effect is the "Stepping Stone" for Large-Scale Sports Events.

The combination of multiple advertisements not only attracts more viewers while enhancing publicity, but also raises the city's brand awareness and gradually fosters and organizes more sporting events. For example, television and network channels can be widely used to strengthen the publicity of sports events, so that more people know about the sports events, and bring more tourists and economic development points to the city. In addition, sports events can also be tracked and live broadcast, showing the spirit of the city, showing the city's management effect and the level of event organization to the outside world,

so as to further promote urban economic development.

6.2. Rational Use of Venues and "Re-Strengthening" of Infrastructure Construction.

The holding of large-scale sports events can attract social forces, absorb capital investment from all parties, improve hardware facilities and software services, and ultimately promote urban economic growth. Holding large-scale sports events can strengthen infrastructure construction, promote the construction of urban municipal engineering, especially increase the construction of real estate business, road planning, environmental governance and other fields[5]. However, the use of large-scale sports events to improve infrastructure construction needs to take a long-term view, plan in advance, overcome the drawbacks of wasteful infrastructure construction of sports events, and avoid repetitive construction and waste of resources. At the same time, the stadium facilities left after the completion of the event should be rationally used, and can be paid or free to individuals and collectives, so as to avoid the waste of resources and provide venue facilities for the public's fitness exercise.

6.3. Take Measures to Guarantee Talents and Take National Fitness as a "Breakthrough" for Economic Development.

Sports-related industries' swift growth necessitates the backing of a great many sports experts. At this time, cities need to give full play to their own advantages to attract and introduce excellent sports professionals. Giving full consideration to the guarantee role of talents and implementing a more open talent training model are essential for attaining top-notch training of sports professionals simultaneously. Stata analysis revealed a remarkable rise in the amount of personnel employed in corporate divisions, thus ensuring the sustainability of the sports-related economy.

By hosting grand sporting occasions, the idea of "national fitness" is propagated, a pleasant ambiance for physical activity is created, and the service sector is actively cultivated. By strengthening the regional industrial structure through the promotion of sports events, we endeavour to provide new impetus to the city's fitness economy for better development.

7. Conclusion

To sum up, from the perspective of urban tourism economic development, the unique charm of large-scale sports events is unspeakable. The degree of economic development affects the holding of sports events, and sports events can also affect the utilization of tourism resource advantages from different levels and promote the growth of tourism economy. It can be seen that only by achieving the "mutual penetration" of the economy and the event can the influence of the event be continuously enhanced, and it is more conducive to establishing a good image of the city. Sports events are employed to the utmost degree to foster the host city's tourism economy, ensuring its steady and lasting growth, and ultimately achieving the ultimate objective of the tourism and sports industry.

References

- [1] Mao Fengfu, Zheng Fang, Zhu Shuqi. (2020). *The Impact of Major Sporting Events on Urban Economic Development--An Analysis Based on Panel Data from 70 Large and Medium-sized Cities in China*[J]. *Journal of Shanghai Institute of Physical Education*.44(05):24-36.DOI:10.16099/j.sus.2020.05.003.
- [2] Fan Qingliang, Hong Yongmiao. *The economic effect of large-scale sports events and its evaluation - the example of marathon*[J]. (2021). *China's Economic Studies*. No. 325(02):24-41. DOI:10.19365/j.issn1000-4181.2021.02.03.
- [3] Hou Yuting, Peng Guoqiang, Lu Yuanzhao. (2021). *Synergistic effect and innovative path of physical tourism integration development in China under the background of regional tourism*[J]. *Sports Culture Guide*. No. 232(10):29-35+42.
- [4] Jiang Yiyi, Gao Jie, Zhou Xiaofang. (2022). *New Era of Sports and Tourism, New Journey of Ice and Snow--Summary of the Symposium on "Integration and Development of Sports and Tourism in the Post-Olympic Era"*[J]. *Tourism Tribune*. 37(07):148-154.DOI:10.19765/j.cnki.1002-5006.2022.07.015.
- [5] Wang Shifeng, Xia Jiangtao. (2022). *Sports Event Tourism: Power Mechanism, Operation Mechanism and Promotion Path*[J]. *Sports Culture Guide*. No.238(04):75-82.