

Research on the Relationship Between Sports Events and Urban Development

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Abstract: With the continuous development of sports, people pay more and more attention to sports events, and the sense of competition between each country is also gradually increasing, especially some large-scale sports events held — Olympic Games, World Cup and other events are very fierce. For a country, large-scale sports events are the catalyst to actively promote urban development, which can comprehensively promote the sustainable development of urban economy and social culture, so as to bring new opportunities for the urban planning and layout.

Keywords: Sports events; Urban development; Relations; Research; Economic development

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Introduction

In recent years, people pay more and more attention to sports events, and the successful holding of large-scale sports events has become an important appeal of a city, because the city wants to build a good city brand through sports events, realize urban transformation, and then accelerate the construction and development of the city. The following provides in-depth research and analysis on the relationship between sports events and urban development, and gives corresponding solutions. It is expected that sports events can become the name card of the city and provide strong support for displaying the whole picture of the city.

1. The positive influence of sports events on urban development

1.1 Beautify the image of the city and expand its influence

As is known to all, the Beijing Olympic Games in the application is successful, the media began to report specific time, place, climate and customs, etc., through the above content can show the whole picture of a city in public, let people in different countries for a comprehensive understanding, and this will to the greatest extent to the purpose of beautify the image of the city. For image and popularity, sports events are mainly displayed in four ways, including city advertising, word of mouth effect, media reports and image communication. For example, sports events themselves have a strong focus, so, to a great extent, the image, visibility and brand of the host city can be effectively improved. Take the world championship event, where Brazil has had the equivalent of \$35 million in publicity^[1].

1.2 Actively promote the economic development of cities

Sports events are an inevitable product of the development of human society, because the relationship between the two is very close, and the main reason for such high enthusiasm for hosting sports events is that the successful hosting of the Los Angeles Olympic Games in Los Angeles made sports events profitable for the first time. Therefore, in the subsequent time, many countries pay great attention to the countries and locations of sports events, and even invested a lot of money and energy to hold large-scale sports events, hoping to comprehensively improve their economic development level through the establishment of large-scale sports events. From the above, to some extent, the successful hosting of large-scale sports events is very important to effectively promote the economic development of the city.

1.3 Sports events to enhance the competitiveness of the city

The successful holding of large-scale sports events also involves all aspects of sports activities in a city. In other words, sports events are one of the main forms of expression of urban competitiveness. Because each large-scale sports event is a real-time investigation of the management level, service level, coordination ability, operation ability, and infrastructure construction level of the city's government. The successful holding of large-scale sports events has a very complicated process from application to consent, which indirectly reflects the competitiveness of the city. In addition, in order to successfully hold sports events, the local government needs to invest a lot of financial support, and comprehensively improve the service industry, infrastructure construction and city appearance, so as to effectively improve the quality of sports events and make the competitiveness of the host city more significant^[2].

1.4 Sports events to improve urban infrastructure

Holding large-scale sports events, urban infrastructure and facilities in stadiums are the basic guarantee for the smooth development of large-scale sports events. Because hold large sports events require the number of urban infrastructure to meet the standard, for example, the Olympic Games in 2008, between 2002-2007 on the local municipal, information, environment and transportation invested a lot of money for infrastructure construction, as high as 250.7 billion yuan, which makes the Beijing city construction began a period of rapid development. There is also relevant information that in 1992, most of Barcelona's heritage was also used to build urban transportation and the environment for sports events, and the local residents also gained good benefits. Therefore, most countries use large-scale sports events as a catalyst for economic benefit improvement and urban infrastructure construction^[3].

2. The adverse influence of sports events on urban development

Holding large-scale sports events will bring positive effects to the city and will also bring a lot of adverse effects, specifically introduced from the following two aspects. The first aspect is to have adverse effects on the ecological environment. Such as cities in the event of large sports infrastructure renovation, will cause greater impact on the local ecological environment, like gymnasium, the athletes village construction will cause more serious air pollution, noise pollution, at the same time will also be great loss of natural resources, the loss of the city, damage is irreversible, relevant departments must be valued. The second aspect is the adverse impact of sports events on the urban economic environment. With the holding of sports events, a large number of people will enter the city, and the purchasing power and purchasing desire of outsiders are much greater than the local people, which will cause price increases in a short time, which is very unfavorable to the local residents. The government should formulate relevant systems in advance for this situation to reduce the chance of this problem.

3. Strategies to promote the interaction between sports events and urban development

3.1 The government's active guidance and support for the holding of sports events

At present, the relationship between the various large-scale sports events held in China and the local governments is very close, so the local government departments at all levels have an active role in guiding and supporting the sports events. In the actual process of bidding for large-scale sports events, the role of the local government is very important. One of the main reasons is that the government can actively mobilize social resources to the greatest extent through its own rights to help the sports events be held successfully. Sports events held process is very multifarious, so the local government should according to its actual situation to the sports events for scientific, reasonable planning, such as before the bid, to develop a reasonable management system, in the actual process, the government should be sports as the primary premise, to adjust the relationship between the two, while supporting sports events and give certain guidance, and improve the success rate of large sports events^[4].

3.2 Strengthen the scientific planning of sports events

In general, for a city to successfully hold large sports events, the local government has to provide sufficient financial support, so in the actual process of holding sports events, the relevant staff should have a high financial risk identification ability. Before holding large-scale sports events, the infrastructure will be unified improvement and construction. Before the construction, the government will have a comprehensive understanding of the overall infrastructure and make a feasibility analysis, such as the construction cost and benefits of the infrastructure of large-scale sports events. At the same time, large sports events will also have some impact on the local ecological environment, economic benefits and social environment, so local governments must comprehensively assess the different effects of sports events; various risks, and minimize the adverse effects of sports events. The local government must make comprehensive and full preparations and actively respond to the adverse effects of various time periods.

3.3 Standardize the externalities of sports events

With the continuous development of large-scale sports events, the sports events will be operated in a market-oriented form in the later stage, and the local government will also turn the process of holding large-scale sports events into market transactions. But currently, In terms of hosting large-scale sports events in China, Market trading has been failing, One of the main reasons for this is that the major sports events are hosted by the local government, The market does not have the opportunity to build infrastructure in major sports events, There is no opportunity to manage and configure resources, As the government improves infrastructure, So the government, as the main organizer of major sports events, Be sure to fully ensure that your city has access to hosting opportunities, And this resource is scientifically and reasonably allocated to the market, To play the purpose of actively promoting the local economic development. In order to give the market more opportunities to operate large-scale sports events, it is necessary to strictly regulate the externalities of sports events, so that the local governments can vigorously support the holding of large-scale sports events from the micro level, and solve the market failure at the source. The primary task of the local government is to make a scientific and reasonable evaluation of the externalities of large-scale sports events, and to have a detailed understanding of the externalities of sports events, so as to comprehensively promote the development of the local economy while successfully holding large-scale sports events^[5].

Conclusion

To sum up, the relationship between sports and urban development is a long interaction, so in order to make sports events and urban development to achieve a win-win situation, the government must choose the right sports events, specific by increasing sports events actively guide and support, strengthen the scientific planning of sports events, standardize the externality of sports events, choose with the city characteristics of sports events, and make sports events can actively promote the development of urban economic effect.

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