

# Study on the Influence of Sports Events on the Development of Chengdu City

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## Abstract

**By studying the influence of sports events on the development of Chengdu city, using the methods of literature, empirical research and logical reasoning, this paper probes into the influence of sports events held in Chengdu on the city, and analyzes and summarizes the positive and negative effects of sports events on the development of the city. Among them, the positive impact is reflected in obtaining huge economic benefits, driving the development of tourism, enhancing the popularity of the city, promoting the sustainable development of local competitive sports, increasing employment and so on; its negative impact is reflected in the short-term price rise, resulting in the economic burden of local residents, increasing traffic pressure, safety and security problems, resulting in local financial burden and so on. In view of its impact, this paper puts forward a practical development strategy to maximize the positive role of sports events and maximize the comprehensive benefits of holding events, so as to achieve the fundamental purpose of promoting urban development and reduce the negative impact of events.**

## Keywords

**Sports Events; Chengdu; Urban Development; Impact.**

## 1. Preface

In today's globalized and commercial society, the holding of sports events has a greater and greater impact on urban development. Modern sports events are no longer simple sports activities, their scale is becoming more and more large, involving more and more fields, and has become a broad platform for the dissemination and exchange of political, economic, cultural, sports, environmental and other elements, with distinct multidimensional, comprehensive and social. It plays a huge and important role in the economic development and urban construction of the host city. Large-scale sports events even play a vital role in the economic and social development of a country and a city.

On December 21, 2018, the General Office of the State Council issued the "guidance on speeding up the Development of Sports Competition performance Industry", which pointed out: "Building a number of sports events cities and sports competition performance industry agglomeration areas with great influence, launching 100 sports boutique events with greater popularity, and building 100 sports competition performance brands with independent intellectual property rights" Cultivate a number of sports competition performance enterprises with strong market competitiveness, sports competition performance industry has become an important force to promote the sustainable development of economy and society. "[1] On August 10, 2019, the General Office of the State Council issued a circular on the outline for Building a strong Sports Power, which also called "speeding up the development of the sports industry and cultivating new momentum for economic development." [2] As a strategic task. These national sports policies are bound to stimulate the interest of cities to hold sports events, therefore, sports events have become the object of competition between various countries and

cities at home and abroad, especially the Olympic Games, World Cup and other super-large sports events, the competition is particularly fierce. The reason is obvious, all countries and cities hope to promote the rapid development of the city through the holding of sports events. Chengdu is no exception, in the "Chengdu Sports Industry Development Plan" put forward: "take the event as the leader, highlight the event economy, through the market mechanism, build 3-5 brand events, link the sports entertainment market, sports fitness market, sports product market, sports intermediary market, and gradually establish a new pattern of sports service with the gathering industrial elements of the events." [3]

However, with the increase of the number of sports events, there is no doubt that there will be "do it for the sake" of sports events, many events can not all have a positive impact, or even a lot of negative effects. In this context, it is very important to explore the impact of sports events on the urban development of Chengdu and how sports events should promote urban development.

## 2. Conceptual Interpretation of Sports Events

Sports events are based on sports competition, one-off or not often occurred, and have a certain period of time activities. [4] The special event of sports events mainly includes: the provision of competition products and related service products, subject to competition rules, traditional customs and many factors Its extension has the characteristics of project management, organizational cultural background and market potential; its role can meet the needs of different participants to share experiences, achieve a variety of goals and objectives, impact on social and cultural, natural and environmental, political and economic, tourism and other fields, and can produce significant social, economic and comprehensive benefits. [5]

## 3. Analysis on the Present Situation of Holding Sports Events in Chengdu

In recent years, Chengdu has made remarkable achievements in the holding of sports events. In 2016, Chengdu officially won the right to host the ATP World Tour 250th event, thus becoming the fourth city in China to own the ATP World Tour after Shanghai, Beijing and Shenzhen, which has greatly enhanced Chengdu's influence. At present, Chengdu also has a team of CBA new titles, the basketball market is very popular. Every year, there are nearly 40,000 participants in the Chengdu Dujiangyan double Heritage Marathon. In addition, Chengdu also successfully bid for the 2021 Universiade, 2022 World Table Tennis Championships, 2025 World Games "three major events."

According to the 2017 list of the most dynamic cities, Chengdu ranks fourth in the four sub-lists of urban events, urban stadiums, comprehensive fitness and sports tourism, and Chengdu has been promoted for three years in a row. In addition, in terms of venue utilization, Sichuan International Tennis Center hosts the largest number of international competitions. According to the 2019 ranking of global event influence released by Sportcal, a world-renowned sports intelligence agency, only three cities in China are in the top 30. Chengdu leapt from 89th to 28th on the city list and made it to the top 30 for the first time, making steady progress towards the world's famous sports cities. [6] According to the comprehensive economic competitiveness index of Chengdu urban competitiveness index and the experience of various sports events held in Chengdu in recent years, Chengdu has the economic basis to host large-scale sports events. It will be an important development direction of Chengdu in the future to scientifically coordinate the work of "planning competition", "seek city" and "rejuvenate" and build a famous World Competition City with High Standards. [7]

## 4. The Influence of Sports Events on the Development of Chengdu City

Holding large-scale sports events not only has a positive impact on the development of Chengdu city, but also brings a lot of negative effects. Effective understanding of these negative effects can better promote the development of Chengdu city.

### 4.1. The Positive Influence of Sports Events on the Development of Chengdu City

#### 4.1.1. Get a Huge Economic Gain

As we all know, holding a large-scale sports event can not only promote the development of the city, but also bring huge economic benefits. As far as the direct economic income of sports events is concerned, it mainly includes two aspects: the economic income of the organizers of the event and the economic income of the sponsors of the event. For example, TV broadcast rights income, sponsor sponsorship income, competition ticket income, competition souvenir income and so on. The indirect economic income mainly comes from the income of the related industries, including: the consumption of clothing, food, housing and transportation of the contestants and the consumption of the audience. It is understood that since 2017, Chengdu has hosted 53 high-level international sports events, and the income from sports competition performances alone has reached 564 million yuan, which has gradually entered the fast lane of the economic development of sports events. At present, Chengdu fitness leisure, competition and performance as the main driving force of the sports industry development model is becoming more and more mature, the scale of the industry reached 63.22 billion yuan. In 2019, the total scale of Chengdu sports industry is expected to reach a new level of 70 billion yuan, and the development of sports industry is showing a vigorous development trend.[8]

#### 4.1.2. Drive the Development of Urban Tourism

On the platform of sports events and tourism-oriented sports tourism events, the development of sports tourism events is an important measure to upgrade and transform the tourism industry, and it is also an important grasp to promote the organic integration of sports industry and tourism industry.[9] It is understood that the 18th World Police Conference, held in Chengdu in August this year, is the largest, the highest level of internationalization and the largest number of foreign guests in Chengdu's history. During the competition, Chengdu received a total of 13.046 million tourists at home and abroad, an increase of 37.3 percent over the same period last year, and achieved a total tourism revenue of 23.48 billion yuan, an increase of 82.9 percent over the same period last year.

#### 4.1.3. Enhance the Popularity of the City and Set up the Business Card of the City

Bidding for and establishing large-scale sports events is one of the important ways to rapidly enhance the global influence and popularity of cities. Sports events through the news media, the Internet, newspapers and other special reports and follow-up reports, targeted to the host city for comprehensive publicity, can well enhance the popularity of the city. At the same time, it also set up a city business card and expanded its influence. Take the World Police Conference held in Chengdu, for example, there are more than 3000 media reports at home and abroad, and the topic of Weibo has been read 450 million times. Larry Collins, president of the World Police Federation, praised Chengdu for "hosting the best world police conference in history", saying that the wonderful performance of Chengdu held the competition "gives the world more reason to look forward to a more wonderful world competition city!"

#### 4.1.4. Promoting the Sustainable Development of Local Competitive Sports and Increasing Employment

Large-scale sports events are not only a platform for excellent contestants from all over the world to discuss and display, but also an important platform for learning and communication.

Through the competition, the local can get a good learning opportunity, improve our competitive level, promote the exchange of sports culture, optimize sports management, and promote the sustainable development of local competitive sports. In addition, the holding of large-scale sports events requires the construction of a large number of infrastructure, including: transportation and other aspects, to a certain extent, to provide more employment opportunities for the local, reduce the local employment pressure.

## **4.2. The Negative Influence of Sports Events on the Development of Chengdu City**

### **4.2.1. The Prices of the Host Countries Rose in a Short Period of Time, Resulting in the Economic Burden of the Local Residents**

Holding large-scale sports events will bring together a large number of athletes and tourists to the city, because they have a stronger willingness to buy than the local residents, may lead to rising prices and other phenomena, to a certain extent, increase the economic burden of the local residents. I watched the 2019 Chengdu Open, found that the surrounding hotels, restaurants and other prices skyrocketed, even doubled than usual, the usual drinking mineral water has also become ten yuan a bottle, to the residents at that time caused a temporary burden on consumption.

### **4.2.2. Increase Traffic Pressure and Reduce Urban Safety**

Due to the influx of a large number of athletes and tourists, the flow of urban people has increased dramatically, which will cause local traffic paralysis, urban air quality decline, noise pollution and other problems. During the World Police Conference, many events were open to the public free of charge. I also went to the scene to watch a boxing match. Many people gathered near the global center to watch the boxing match, causing traffic jams. The 10-minute journey became half an hour. A large number of traffic police in Chengdu were deployed to evacuate the traffic. Moreover, the sharp increase in the number of large-scale sports events will undoubtedly create a chance for many lawbreakers to rioting, and there may be large stampedes inside and outside the venue. At the 1972 Munich Olympics, Palestinian extremist groups carried out the shooting of Israeli athletes. Therefore, the holding of large-scale events will bring great challenges to the local security and bring a huge burden to government departments to manage the city.

### **4.2.3. The Cost of the Event is not Accurately Estimated, Resulting in a Local Financial Burden**

We all know that holding large-scale sports events will not always bring huge economic benefits. At the same time, holding large-scale sports events also requires huge financial investment. Therefore, before cities apply for large-scale sports events, they must carry out cost and benefit analysis and make scientific forecasts to avoid the situation of high investment and low income, resulting in a large amount of local financial losses. In addition, many stadiums and gymnasiums are built for a large competition. After the competition, the venues are not well utilized and abandoned, which is equivalent to one-off stadiums and also causes huge economic losses. By 2016, the number of football venues in Chengdu has become saturated, and many venues have been polarizing and losing money.

## **5. Development Strategy of Sports Events**

### **5.1. The Government Gives Economic Subsidies**

During the event, the surrounding house prices and catering prices have skyrocketed, the local government should negotiate with the surrounding businesses, appropriate price increases,

control the range of prices, or give certain economic subsidies. It can also be coordinated with sponsors to reduce product prices.

## 5.2. Estimate Urban Traffic Affordability and Strengthen Security and Service Systems

Local government departments predict traffic affordability in advance, provide more travel modes for the public, encourage citizens to make detours during the race, and provide free shuttle buses for residents around the stadium. In addition, management was strengthened during the competition, more police capacity was deployed and security and safety awareness were strengthened.

## 5.3. Scientific Selection of Events and Effective Evaluation of Holding Ability

The development of sports events is closely related to the urban economy. In addition to scientifically choosing the sports events in line with the city, we should also fully consider their own level of economic development. The scale and level of sports events bid should be within their own bearing range, and can not blindly pursue large-scale and high levels. Otherwise, excessive costs can not promote economic development, but may bring huge economic burden to the city.

## 6. Conclusion

With the rapid development of society, large-scale sports events have become one of the important components of Chengdu urban development, which has also brought better opportunities for Chengdu urban development. The successful holding of sports events has a positive impact on urban development, but at the same time, it can not help but bring some negative effects. Therefore, it is particularly important to carry out scientific analysis and evaluation before the event, fully consider the potential risks and problems brought about by the event to the local finance, transportation, residents' life and so on, and strengthen the development and effective utilization of the venues after the competition. Only by minimizing the negative impact can we comprehensively enhance the comprehensive competitiveness of the city and promote the all-round development of the urban economy.

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