

A Study on the Positive Effects and Mechanisms of Orienteering Events from an Urban Perspective

Zheming Liang

Guangdong University of Business and Technology, Zhaoqing, Guangdong, 526060, China

ABSTRACT

This study focuses on the positive effects of orienteering events on cities and their underlying mechanisms. It employs literature reviews, case analyses, and empirical research methods to explore the impact of such events on cities across economic, social, cultural, and environmental dimensions. The findings reveal that orienteering events stimulate economic development by driving related industries and enhancing brand value; they encourage resident participation and community interaction, thereby strengthening social cohesion; they promote urban culture and shape cultural brands; and they optimise urban space utilisation, enhance environmental awareness, and advance sustainable development. The underlying mechanisms include a well-developed industrial chain, brand interaction, the exploration and integration of cultural connotations, spatial optimisation, and ecological construction. This study provides theoretical support for the organisation and management of urban sports events, contributing to urban sustainable development, and holds significant academic and practical value.

KEYWORDS

Orienteering events; Urban development; Positive effects; Underlying mechanisms

1 Introduction

Orienteering events, as a new form of sports activity, have rapidly emerged and flourished globally in recent years. With their unique competitive format and rich cultural connotations, orienteering events have attracted numerous participants and spectators, becoming one of the most closely watched trends in the sports event sector. Meanwhile, cities, as the centres of modern socio-economic, cultural, and social activities, face numerous development opportunities and challenges. Urban development requires identifying new economic growth points, enhancing social cohesion, enriching cultural content, and improving environmental quality. As a comprehensive social activity, sports events are considered to possess multiple potentials for driving urban development. The rise and development of orienteering events are closely linked to the needs of urban development. On the one hand, orienteering events require urban infrastructure, public services, and organisational management capabilities to support their successful hosting; on the other hand, the successful hosting of such events can bring positive impacts to cities in terms of economy, society, culture, and environment. Therefore, studying the positive effects of orienteering events and their mechanisms from an urban perspective not only holds significant theoretical significance but also practical value. This study aims to systematically explore the positive effects of orienteering events on urban development and their underlying mechanisms. It comprehensively examines the positive impacts of orienteering events on cities in economic, social, cultural, and environmental terms, conducts an in-depth analysis of the mechanisms underlying these positive effects, reveals the intrinsic connection between orienteering events and urban development, and provides theoretical support and practical guidance for the organisation and management of urban sports events, thereby promoting a mutually beneficial interaction between orienteering events and urban development.

2 Positive effects of orienteering events on cities

2.1 Economic effects

The hosting of orienteering events has a significant stimulating effect on the economy of a city. First, the events themselves directly generate substantial economic revenue. Ticket sales, sponsor investments, and event-related commercial operations, such as the development and sale of event-related products, bring direct economic income to the city. Second, the event's promotional effect on related industries should not be overlooked. Orienteering events attract a large number of participants and spectators, who generate significant demand for the city's tourism, catering,

accommodation, and transportation industries. This demand not only peaks during the event but also persists for some time before and after the event, thereby injecting new vitality into the city's economy. Finally, the event also plays an important role in enhancing the city's brand value. By successfully hosting an orienteering event, the city can enhance its reputation and attract more investment and business opportunities. The successful hosting of the event not only demonstrates the city's organisational capabilities and development potential but also helps establish a positive image for the city, enhancing its attractiveness and competitiveness. This enhancement of brand value lays a solid foundation for the city's long-term economic development.

2.2 Social effects

The positive impact of orienteering events on urban social development is primarily reflected in resident participation, enhanced social cohesion, and the shaping of the city's image. Firstly, the event provides residents with opportunities to participate in sports activities, helping to improve their physical fitness and health levels. Orienteering events have relatively low participation barriers, making them suitable for people of different ages, genders, and physical fitness levels. By participating in the event, residents can enhance their physical fitness, raise their health awareness, and promote the formation of healthy lifestyles. Secondly, the event promotes interaction and communication among residents, strengthening community cohesion and a sense of belonging. During the event, residents participate together and support one another, creating a positive community atmosphere. This interaction not only improves neighbourly relations but also enhances residents' sense of identity and belonging to the community, promoting social harmony and stability. Finally, the successful hosting of the event enhances the city's overall image and strengthens residents' sense of identity and pride in the city. Through event promotion and publicity, the city's unique features and advantages are showcased more widely, further enhancing residents' understanding and emotional connection to the city. This shaping of the city's image not only helps improve residents' quality of life but also promotes the city's sustainable development.

2.3 Cultural effects

As a cultural activity, orienteering events have a profound impact on the city's cultural development. First, the events promote cultural exchange and dissemination. Orienteering events attract participants from different regions and cultural backgrounds, who interact and learn from one another during the events, fostering cultural exchange and integration. The event also showcases the city's cultural characteristics and historical heritage, providing an excellent platform for the dissemination of the city's culture. Second, the event enriches the city's cultural content. Through the event, the city's cultural activities become more diverse and vibrant, and the cultural atmosphere becomes more profound. The event not only provides new cultural experiences for city residents but also stimulates the city's cultural innovation vitality, injecting new energy into the city's cultural development. Finally, the event contributes to the shaping of the city's cultural brand. Through the continuous hosting of events, cities can form cultural brands with their own unique characteristics, enhancing their cultural competitiveness. The shaping of such cultural brands not only helps to enhance the city's reputation and prestige but also promotes the inheritance and development of its culture.

2.4 Environmental effects

The positive impact of orienteering events on the urban environment is primarily reflected in the optimisation of urban space, urban ecological construction, and sustainable urban development. Firstly, the hosting of events promotes the rational use of urban space. Event activities are typically held in natural urban environments such as parks, forests, and mountainous areas, enabling more efficient use of urban spatial resources. Through event planning and organisation, cities can optimise the allocation of these spaces to improve environmental quality. Second, event activities enhance residents' environmental awareness and promote urban ecological development. During event organisation, organisers often emphasise environmental protection principles, guiding participants and spectators to focus on ecological conservation. This enhanced environmental awareness not only helps improve the ecological environment of the event venue but also promotes the city's overall ecological development. Finally, the hosting of events promotes the implementation of sustainable development concepts in cities. Through event organisation and management, cities can integrate economic, social, and environmental development to achieve sustainable development. The successful hosting of events not only brings short-term economic and social benefits to cities but also lays a solid foundation for their long-term development.

3 The mechanism of the positive effects of orienteering events on cities

3.1 Economic stimulus mechanism

The economic stimulus effect of orienteering events on cities is primarily achieved through the formation and improvement of the event industry chain, the interaction between event brands and city brands, and the long-term effects of event economics. The event directly drives economic benefits in areas such as ticket sales, sponsor investments, and event operations, forming an industry chain centred around the event. This industry chain not only covers event organisation and operations but also extends to related industries such as tourism, catering, accommodation, and transportation, promoting the circulation and growth of the city's economy. For example, during the event, a large number of participants and spectators flood into the city, directly stimulating consumption in the accommodation and catering industries and driving the prosperity of related industries. Additionally, the mutual promotion between event brands and city brands further enhances the city's economic attractiveness and competitiveness. The successful hosting of events enhances the city's reputation and attractiveness, attracting more investment and business opportunities, and laying the foundation for the city's long-term economic development. Furthermore, the economic multiplier effect of events has long-term implications. The economic impact of events on the city extends beyond the event period, as their brand influence and industrial promotion continue to shape the city's economic development, fostering diversification and sustainability.

3.2 Social promotion mechanism

The promotional role of orienteering events in urban social development is primarily realised through resident participation mechanisms, community interaction mechanisms, and urban image-building mechanisms. Events provide urban residents with opportunities to participate in sports activities, stimulating their enthusiasm for participation and enhancing their health awareness and quality of life. This participation not only helps improve residents' physical fitness but also promotes communication and interaction among residents, strengthening community cohesion and a sense of belonging. Events are typically held in community or urban public spaces, providing residents with a platform for collective participation and exchange. During the events, residents support and encourage one another, fostering a positive community atmosphere. This community interaction not only improves neighbourly relations but also enhances residents' sense of identity and belonging to the community, promoting social harmony and stability. Additionally, the successful hosting of events can enhance the city's overall image and strengthen residents' sense of identity and pride in the city. Through event promotion and publicity, the city's unique characteristics and advantages are showcased more widely, and residents' understanding and emotional connection to the city are further enhanced. This shaping of the city's image not only improves residents' quality of life but also promotes the city's sustainable development.

3.3 Cultural transmission mechanism

The promotional role of orienteering events in urban cultural development is primarily realised through mechanisms such as the exploration and dissemination of the cultural connotations of the events, the integration of the events with urban culture, and the social impact of event culture. As a cultural phenomenon, event activities can uncover the cultural essence of a city and facilitate cultural exchange and dissemination through the event platform. During the organisation and operation of events, elements such as the city's history, culture, and folk customs are often incorporated, making the events an important window for showcasing the city's cultural characteristics. Additionally, the integration of events with urban culture further enriches the city's cultural essence. The successful hosting of events not only enhances the city's cultural atmosphere but also stimulates cultural innovation and vitality, injecting new energy into the city's cultural development. Furthermore, the social impact of event culture should not be overlooked. Event culture influences residents' values and lifestyles, promoting the inheritance and development of urban culture. Through event promotion and outreach, the city's cultural concepts and values are disseminated more widely, contributing to the enhancement of the city's cultural competitiveness.

3.4 Environmental optimisation mechanism

The role of orienteering events in optimising the urban environment is primarily achieved through mechanisms such as the optimisation of urban space, the promotion of urban ecology, and the advancement of urban sustainable development. The hosting of events promotes the rational planning and utilisation of urban space, thereby improving

environmental quality. Event activities typically take place in natural urban environments such as parks, forests, and mountainous areas, enabling more efficient utilisation of urban spatial resources. Through the planning and organisation of events, cities can optimise the allocation of these spaces, enhancing the efficiency of urban space utilisation and environmental quality. Additionally, event activities can raise residents' environmental awareness and promote urban ecological development. Event organisers often emphasise environmental protection concepts during events, guiding participants and spectators to focus on ecological conservation. This heightened environmental awareness not only helps improve the ecological environment of the event venue but also promotes overall urban ecological development. Finally, the hosting of events promotes the implementation of sustainable development concepts in cities. Through event organisation and management, cities can integrate economic, social, and environmental development to achieve sustainable development. The successful hosting of events not only brings short-term economic and social benefits to cities but also lays a solid foundation for their long-term development.

4 Conclusion

This study systematically analyses the positive effects of orienteering events on urban development and their mechanisms of action. The study found that orienteering events have significant positive impacts on cities across multiple dimensions, including economic, social, cultural, and environmental aspects. The events stimulate related industries, enhance brand value, and promote the diversified development of the city's economy; they ignite residents' enthusiasm for participation, strengthen community cohesion, and enhance social harmony in the city; they uncover the city's cultural heritage, enrich cultural activities, and enhance the city's cultural competitiveness; they optimise the use of urban space, enhance environmental awareness, and promote the city's sustainable development. The mechanisms include a complete industrial chain, brand interaction, exploration and integration of cultural connotations, spatial optimisation, and ecological construction.

About the Author

Zheming Liang, Male, Postgraduate, research interest: Orienteering Events and Sports Tourism, Affiliation: Guangdong Business and Technology University.

References

- [1] Zeng Hongfa, Cui Jiabao. The Formation and Transformation of Psychological Stress Responses in High-Level Orienteering Athletes in Competitive Situations [J]. *Journal of Guangzhou Institute of Physical Education*, 2022, 42(3): 16-22+102.
- [2] Liu Chuan'an, Mi Jing. Research on the Map Reading Process and Key Techniques in Orienteering [J]. *Journal of Shandong Institute of Physical Education*, 2020, 36(1): 97-104.
- [3] Zhu Yu, Xu Chong, Guo Liyia, et al. The Impact of Specialised Sports Training on Inattentional Blindness: A Comparative Study Between Orienteering Athletes and the General Population [J]. *Journal of Tianjin Institute of Physical Education*, 2017, 32(6): 494-500+513.
- [4] Fu Jianhua. Construction and Practice of the Teaching Model for Radio Direction-Finding Sports Courses at South China University of Technology [J]. *Journal of Physical Education*, 2017, 24(4): 84-87.
- [5] Shen Ye, Zhang Yingqiu. Insights from Outdoor Education Experiences for School Physical Education Teaching in China [J]. *Sports Culture Guide*, 2017, (5): 156-160.
- [6] Zhang Zhiping. Research on the Development of Urban Coordinate Orienteering Competitions in China [J]. *Sports Culture Guide*, 2017, (2): 58-62.
- [7] Zhang Na. A Study on the Reform of Emerging Sports Course Programs in Higher Education Institutions in Zhejiang Province [J]. *Education Theory and Practice*, 2016, 36(18): 17-19.
- [8] Ren Weihua. Survey and Analysis of the Competitive Status of Short-Distance Orienteering Events in Henan Province [J]. *Journal of Henan Normal University (Natural Science Edition)*, 2016, 44(2): 183-188.