

The Theoretical Logic and Practical Path of Large-scale Sports Events Empowering Urban Vitality Construction

Yakun Wang

School of Sports and Health, Guangzhou City Construction College, Guangdong, 510925, Guangzhou, China

ABSTRACT

Large-scale sports events are a social culture and economic activity, and have become an important factor to promote the construction of urban vitality. This paper focuses on the relationship between large-scale sports events and urban vitality construction, and probes into its theoretical logic and practical path. From the perspective of theoretical logic, large-scale sports events use a composite system to promote the interactive operation of urban economy and society, strengthen the urban social cohesion and cultural regeneration, optimize the allocation of urban spatial resources, and significantly improve the efficiency of urban development. From the perspective of practical paths, large-scale sports events promote the industrial transformation, brand building and function upgrading of cities by releasing the economic benefits of events, strengthening the cultural communication mechanism of events and improving the construction of urban infrastructure. The research shows that large-scale sports events not only promote the comprehensive development of the city, but also build a practical platform for enhancing the urban vitality construction. It aims to open up a new perspective and practical path to promote urban sustainable development through sports events.

KEYWORDS

large-scale sports events; urban vitality; theoretical logic; practical path

With the advancement of global urbanization, the quality of urban development increasingly depends on the display of urban vitality. However, how to enhance the vitality of cities in multiple dimensions such as economy, society and space has become an important topic in the academic field. As a cross-field activity, large-scale sports events can bring huge economic and social benefits to the city, and play a positive role in the construction of urban vitality. With the extensive economic spillover effect, cultural communication function and social cohesion, large-scale sports events shown unique value in promoting the construction of urban vitality^[1].

1 The Theoretical Logic of Large-scale Sports Events Empowering Urban Vitality Construction

1.1 As a Composite System of Economic and Social Development to Drive the Generation of Urban Vitality

Large-scale sports events are a complex system with both economic and social attributes, and

their multi-level interaction mechanism can drive the development of urban vitality. From the economic perspective, the direct investment and consumption effects brought by such events inject lasting impetus into the urban economy through the linkage effect of supply chain, service chain and value chain. The complex economic effects of these events are combined with the dynamic development of urban social structure to further enhance the innovation level and competitiveness of cities ^[2].

1.2 Construct the Sense of Urban Identity and Belonging through Social Interaction and Cultural Reproduction

Large-scale sports events have the strong social agglomeration and group natures, which can effectively promote the social interaction of cities. At the same time, as a kind of cultural activity, sports events can promote the reproduction of urban culture, and are an important driving force and mechanism to enhance the sense of urban identity and belonging. From the perspective of social interaction, sports events can create a shared and collaborative public space for urban masses through various forms such as watching, participating and volunteering, and provide a social platform for communication and interaction between different groups, which are unique cultural and social attributes of sports events. Large-scale sports events in cities can build emotional bonds between urban residents, strengthen the cohesion within communities, and contribute to the accumulation of social capital. From the perspective of cultural reproduction, large-scale sports events have the unique cultural communication function and can embed the cultural symbols of cities into the global communication network ^[3], which enhances the international recognition of cities, and also strengthens urban residents' sense of identity to the local area.

1.3 Improve Urban Development Efficiency Based on Spatial Resource Optimization and Function Integration

Large-scale sports events have the advantage of integrating various industries. Relying on the events to integrate the development of industrial clusters such as urban tourism industry, entertainment industry and cultural industry can promote the optimization of spatial resource allocation and the integration of urban functions, and improve the overall efficiency of urban development. From the perspective of resource allocation, sports events can effectively drive the effective utilization and integration of existing urban spatial resources, conduct a comprehensive review and optimization of urban resources to adapt to the needs of urban development and sports events, and then promote the transformation of urban functions from the single use to the diversified mode. This dynamic adjustment improves the utilization efficiency of urban spaces and promotes the coordinated development among urban regions. From the perspective of functional integration, the holding of sports events requires cities to systematically plan their service industries, transportation and other functions, so as to make urban functions more complex and intelligent ^[4].

2 The Practical Path of Large-scale Sports Events Empowering Urban Vitality Construction

2.1 Stimulate the Economic Spillover Effect of Events, and Promote the Upgrading of Industrial Structure and the efficient Allocation of Resources

In order to fully release the economic spillover effect of large-scale sports events, it is necessary

to build a multi-level economic coordination network centering on the optimization of industrial structure and the efficiency of resource allocation. Among them, the deep integration of the core industrial chain of the event is very important. Cities can introduce international event management organizations to enhance the professionalism of operation, and encourage the deep participation of local enterprises to establish a regional supply chain, so as to form a full-chain economic pattern from organizational preparation to service support. At the same time, emerging industries can also find ideal development opportunities through the event platform, such as supporting the innovative application of sports technology, digital media, intelligent equipment and other fields, and transform the needs of the events into the driving force of industrial development. Cities should also cooperate with neighboring regions to improve the efficiency of resource allocation and build a regional economic linkage system.

For small and medium-sized enterprises and the service industry, the support of policies and platforms is particularly important. Cities can set up special funds to provide tax and financing support for small and medium-sized enterprises, so as to lower the threshold for participating in the events, and thus accelerate the deep integration of the event economy and the local economy^[5]. At the same time, cities can build commercial complexes, exhibition centers and multifunctional blocks centered around the events, and integrate the functions of watching, consumption and entertainment, so as to form a multi-level consumption scene and meet the diverse needs of spectators.

The optimization of resource allocation should be guided by the event needs, and be finely managed combined through digital means. Cities can monitor the supply and demand dynamics of event resources in real time through the big data analysis system, reasonably adjust the proportion of investment, and strengthen the long-term planning of event resources to avoid idleness or waste after the events.

2.2 Deepen the Event Culture Communication Mechanism, and Build the City Brand to Enhance the International Recognition

Promoting the cultural communication of large-scale sports events requires a focus on the use of innovative means, and the enhancement of the international recognition of the city through brand building. First of all, the cultural communication system should work cooperatively through multiple channels. On the basis of the coverage of traditional media, cities can integrate new media technologies to build a comprehensive communication platform including short video, live broadcast and social interaction^[6]. At the same time, cities should cooperate with event organizers and mainstream media to develop differentiated communication strategies for event content, and reach global audiences through multi-language and multi-cultural adaptation.

The event culture also needs to be deeply integrated into the city brand strategy. For example, cities can convey memorable event memories through carefully designed local cultural elements during the opening and closing ceremonies. Cities can also use the unique visual design, mascot creativity and scene layout to integrate their own historical heritage, cultural connotation and development vision into the event scenes^[7].

2.3 Promote the Comprehensive Upgrading of Infrastructure, and Help to Improve Urban Functions and residents' Quality of Life

In order to promote the overall improvement of large-scale sports event infrastructure, it is necessary to carry out systematic planning from the aspects of core facility construction and urban supporting facility optimization.

Core event facilities should be built to a high standard according to the needs of the event, which include key hardware such as venues, training bases and media centers. The facility design should be combined with the intelligent technology and environmental protection concept, which not only meet the requirement of high-intensity use during the event, but also pay attention to the efficient use of resources. For example, the construction of modular temporary venues or detachable auditoriums increases flexibility and reduces waste of resources. During the design phase, cities can work with international architectural design teams to introduce advanced planning concepts to ensure that these facilities are both functional and beautiful, thus creating iconic urban spaces^[8].

In order to cope with the challenges brought by the large-scale movement of people, the urban supporting facilities during the event need to be upgraded simultaneously. Among them, the effective coordination of urban traffic is particularly important. The operation efficiency of the transportation system should be optimized, including adding special lines for events, improving transfer nodes in rail transit and setting up temporary parking areas. At the same time, medical stations, emergency service centers and volunteer service points can be added in the core area of the event to ensure the smooth operation of the city and the safety of personnel^[9]. In addition, the reasonable layout of convenient catering, and health and information service facilities can further enhance the satisfaction of participants and spectators.

3 Conclusion

As a composite system, large-scale sports events play a multi-dimensional role in promoting the development of urban economy and society. Since large-scale sports events integrate core elements such as social interaction, cultural identity and spatial optimization, they inject the power for the sustainable development of cities. From the perspective of practice, the economic effect of the events has driven the upgrading of related industries, cultural communication has expanded the influence and visibility of cities, and the construction of infrastructure has improved the service function and spatial quality of cities. These elements jointly create conditions for the realization of urban industrial transformation, brand building and service capacity improvement, and become an important starting point for promoting high-quality urban development. In the future, the planning and implementation of large-scale sports events in cities should focus on multi-stakeholder cooperation, pay attention to the long-term effect transformation of event functions, and integrate the concept of sustainable development, so as to improve the efficiency of urban governance and promote the overall improvement of urban vitality.

Funding

Guangzhou Philosophy and Social Sciences Development "14th Five Year Plan" 2023 Yangcheng Young Scholars Project (Number: 2023GZQN62).

References

- [1] Liu Chang, Bao Haibo. Analysis of Mechanism and path of Empowering City Brand Construction by Mega virtual sports events —— from the Integrated Marketing Communication Perspective [J]. Journal of Xi'an Physical Education University, 2023,40(4):460-469.
- [2] Liu Jianshu. Research on the Impact of Large-scale Sports Events on the High-quality Development of the Host City [D]. Inner Mongolia University of Finance and Economics, 2024.
- [3] Li Miao. The Influence of Large-scale Sports Events on the Development and Construction of Host Cities: A Case Study of Zhangjiakou Competition Area of 2022 Winter Olympics [D]. Hebei University of Economics and Business, 2024.

- [4] Song Rongrong. Study on the Impact of Large-scale Sporting Events on the Construction of Guangzhou as a World Sports City [D]. Guangzhou Sport University, 2023.
- [5] Li Delong, Xu Yuanchen, An Shaotong. Impact and Benefit Evaluation of Large-scale Sports Events on Local Economy and Tourism Industry [J]. Science & Technology of Stationery & Sporting, 2024(21): 92-94.
- [6] Pan Meihong. Review and Enlightenment of Research on the Social Impact of Mega Sports Events in Foreign Countries [D]. Guangzhou Sport University, 2022.
- [7] Wang Rui. Research on Interaction between Large-scale Sports Events and Urban Residents [D]. Chengdu Sport University, 2022.
- [8] Yong Ming, Xu Jianrong, Ren Hao. Research on Construction and Application of Sports Event Evaluation Index System [M]. Nanjing University Press, 2021.
- [9] Ren Bo. Research on the Coupling Development Mechanism and Effect of Sports Industry and Urbanization [D]. Shanghai University of Sport, 2021.