

How Grass-roots Sports Events in the New Era Can Promote Urban Economic Development

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Abstract. Grass-roots sports events in the context of the new era are gradually becoming an important influence on the conditions of urban economic development, accompanied by the introduction and practice of relevant strategies and national development goals. Sport is becoming an increasingly important part of people's daily healthy lives. In-depth studies have found that the organization of sports events can lead to the development of related industries, and there is an important catalyst for urban economic development. However, the organization of grassroots sports events and how to truly leverage the role of sports events as a catalyst for urban development faces a series of huge problems. Therefore, government departments relevant organizations, and even individuals need to make concerted efforts to support the operation and development of urban grassroots sports events through specific and effective methods, to strengthen win-win cooperation, to attach importance to the positive role of sports events in urban development, and ultimately to give full play to the role of grassroots sports events in the context of the new era in the promotion of the city's economic development.

1 Introduction

Along with the Healthy China Strategy and the improvement of building cities, Sports events for urban development become an important trend [1]. In recent years, in the context of the new era, all kinds of sports events in the city have shown new characteristics and trends. In such an environment, through the understanding and study of grassroots sports events to explore how sports events can play a role in the economic development of the city. The subject matter of the literature searched was the economic aspects of sport, and they have a greater relevance to both the sporting and economic aspects and belong to the category of social sciences. Part of the literature focuses on an in-depth study of the theoretical basis of sports events to promote the development of the urban economy, through the study of the mutual influence between the two, the problems of the development of China's sports industry, and the ways to improve the problems, from the theoretical level is very good to provide a basis for the study. Part of the literature focuses more on reality checks, through questionnaires and other ways to understand the difference between the sales behavior of local sports personnel in some areas, obtaining data and then summarizing and organizing the data in charts and graphs, using data and charts to more directly reflect the relationship between the development of the city and the economic aspects of sports. A combination of theoretically grounded research and fieldwork data may be more likely to result in comprehensive and competent academic research. Regarding the connection between

the holding of sports events and the economic development of the city, the holding of sports events will lead to the emergence of hotspots in part of the city, thus attracting business people to participate in the investment and participate in the sports events as the role of sponsors, attracting part of the capital to flow into the sports industry of the city, promoting the economic development of the sports industry, thus promoting the economic development of the city [2]. Understanding the relationship between the holding of sports events and the urban economy in the context of the new era serves to promote the process of research in this area to a certain extent, to enhance their academic ability to study the sports economy, and to provide a certain theoretical basis for other people who study this area in the future.

2 The current situation of the development of grassroots sports events in the context of the new era

2.1. Relevant strategies and development goals

Presentation of the Healthy China Strategy : The "Healthy China" strategy is an important strategic goal for national development, and sport, as an important part of a healthy life, plays an important role in the construction of a healthy China [3]. In 2016, the Central Committee of the Communist Party of China (CPC) and the State Council issued the "Outline of the "Healthy China 2030" Plan", which should "strengthen the integration of physical medicine and non-medical health

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interventions, and promote the formation of a disease management and health service model that combines physical medicine and medical care". Sports have been successful in promoting the daily healthy life of the people, and the policy has also given important guidance to the development of sports in the country [4]. And the Government has implemented the "Action to Enhance Fitness Facilities for All", which promotes the equalization of basic public services, the provision of larger sports facility centers, the construction of small fitness centers, sports parks, and other diverse sports facilities, and the development of a sound urban sports system.

2.2 Development of grass-roots sports events

The scale of the event has increased, the number of people participating in the event has increased, the quality of the event and the level of the event have been improved, the training mode of reserve sports talents has been transformed to cultivate a large number of excellent sports talents, the combination of online publicity and offline events has expanded the popularity and influence of the sports events in the context of the new era through the live streaming of the events online and other media channels. Grass-roots sports events are becoming more and more colorful and diverse in their organization and content. Community-organized games, village grass-roots sports events, and other grass-roots sports events are constantly developing, building stadiums for the people around their places of residence. Such events not only satisfy the public's need for grassroots sports events but also promote the development and popularization of fitness for all. At the same time, emerging sports such as Frisbee, paddleboarding, and surfing have become new leisure sports and brand-new choices for domestic residents to lead a healthy life, enriching the connotation of grass-roots sports events even more.

3 Dilemmas and causes of grassroots sports events for urban economic development in the context of the new era

3.1 Finance

With the development of society in the new era and the continuous improvement of the living standard of the citizens, grass-roots sports events, as an important recreational activity for the urban residents, have been receiving more and more favor and attention from the people. However, the biggest problem faced by grass-roots sports events is the problem of funding. In particular, low-level and small-scale regional sports events often face the problems of low exposure, small scale, and less attention, making it difficult for them to attract sufficient commercial investment. And because of the low visibility of the participating teams, it results in the limited commercial value of such sporting events.

Against this background, more companies tend to invest money in major sporting events rather than grassroots ones.

3.2 Staff

The problem of talent shortage in grassroots sports events is mainly reflected in the levels of professional and technical staff and volunteers. From the perspective of professional and technical personnel, the low exposure and influence of grass-roots sports events make it difficult to make high-level professional and technical personnel come to work, which may lead to problems such as inappropriate event organization and inadequate services, further weakening the development of grass-roots sports events. From the perspective of volunteers, the low visibility of grassroots sporting events often makes it difficult to attract enough locals and outsiders to participate, resulting in insufficient volunteers.

3.3 Propaganda

Grassroots sports events are small in scale and low in attention, so it is difficult to attract the attention of the media and the audience, there is no good means of publicity to enhance the popularity of grass-roots events. Grass-roots sports events, as the key to the city's cultural and recreational business, have the function and potential to promote the city's economic development. Through the organization of grass-roots sports events in the city, they play a role in attracting tourists and driving the development of other related industries in the city. At the same time, the success of grass-roots sporting events enhances the visibility of the city, beautifies its image, and attracts more business investment and commercial opportunities. These dilemmas faced to a large extent restrict the event on the city's economic development to promote the role of the event, only to solve the current grass-roots sports event development dilemmas, can more clearly reflect the grass-roots sports events on the city's economic development to promote the role of the event. The data show that the coverage of grass-roots sports events in China accounts for a relatively low proportion of the news media. After the statistical coverage of the sports program "Sports News" on CCTV5, it was concluded that the coverage of grass-roots sports only accounted for 0.9% of the total coverage. Newspaper columns at all levels and in all municipalities were checked, news network pages were consulted and the same situation was found. Most local newspapers and news websites, even if they have different sports sections, focus a lot of characters on reporting national or world-class sports events, and only make a small mention of local grass-roots sports events, inserting a few pictures in a few cases. It is even difficult to get an answer from the team members who want to know the result and process of the other matches of the event after they have participated in the completion of the grassroots sports competitions [5].

4 Solutions to the dilemma of grassroots sports events for urban economic development

Government departments and relevant organizations need to increase their financial support for grassroots sports events and provide greater sponsorship opportunities, thereby encouraging more enterprises and individual entrepreneurs to participate in the sponsorship of grassroots sports events and providing a certain economic basis for the holding of such events. At the same time, government departments can set up special funds relating to such sports events to support the organization's operation and maintenance of grass-roots sports events. A sound financial monitoring mechanism is also very important to ensure the transparency and rationality of the funds invested, to ensure the effective utilization of funds, is an important guarantee for the improvement of the quality of the tournament, and plays an important role in ensuring the smooth progress of the tournament.

The government and relevant organizations need to increase their support for the talent aspect of grassroots sports events. The government and relevant organizations should recognize the importance of talent to the success of grassroots sports events, and offer professional skills training. For different key positions in grassroots events, the government and relevant organizations can set up relevant training courses to improve the professionalism and comprehensive ability of the staff. And strengthen the service training support for volunteers. The role of volunteers guarantees the stable operation of the event, and the government and relevant departments need to improve the service capacity of volunteers so that they can play a greater role in the operation of the event. Government departments and relevant organizations need to step up their publicity efforts to enhance the influence and visibility of the relevant grass-roots sports events, and to formulate a comprehensive publicity strategy with a clear definition of the target audience, the means of dissemination, and the content [6]. Do a good job of coordinating with social platforms, media and other collaborations to create synergistic publicity. Using diversified publicity channels and different forms in different social platforms and media to attract more attention through interactive quizzes, sharing of exciting moments, and other diversified ways. Actively seek cooperation with sponsors. Government departments and relevant organizations should be more proactive in seeking communication and cooperation to find better opportunities for cooperation. Attract sponsors to participate by offering rewards and other measures to provide resources and financial support for the success of the event.

Integration of local culture and tourism resources Some cities have rich cultural history and beautiful scenery, and can tap into the cultural connotation of local characteristics and integrate these tourism resources into sports events. For example, the track can be set up to display the characteristic historical and cultural heritage,

cultural artifacts, etc. through performances for the participants to enjoy, so that the participating athletes can appreciate the local history, culture, and natural landscape while running. Combined with grass-roots sporting events, the development of a series of tourism products and services, such as marathon-themed tourism lines, exclusive tourism services for participants; microblogging, circle of friends, small red book, fast hand, and other social software to publish relevant topics and carry out lucky draws, the awards can be set up for various scenic spots in the city free tickets and a variety of discounts on local specialties, these tourism products and services can meet the needs of the runners, but also These tourism products and services can not only meet the needs of the players, but also attract more tourists to come to travel, and further promote the development of "sports + tourism" related industries.

5 Failure and success case studies

5.1 Successful case study

"Village Super" and "Village BA" in Guizhou "Village Super" and "Village BA" in Guizhou are special village sports events that have become a hot spot in Guizhou Province of China in recent years, which not only enrich the village life but also promote the development of local economic industry and tourism. "Village Super": the full name is Guizhou RongJiang (SanBao Dong Zhai) and the beauty of the countryside soccer super league, is organized by the grass-roots people in the countryside soccer tournament activities. Soccer enthusiasts from all over the world participated in it, and the culture of village soccer was widely progressed and promoted "Village BA": Short for Guizhou Countryside Basketball Tournament, it is also a grassroots sports event organized by the grassroots people themselves, with basketball matches as the main content. In addition to the prizes on the race course, tourists prefer to go on the local specialties and snacks. In the Tepan village basketball court side of a "village BA" official offline experience store, the store products contain "ethnic + sports" elements, not long ago, long-out-of-stock "village baby" just on the shelves were swept away by tourists. Relying on the economic impact of the offline experience store, local specialties such as Miao silver jewelry, rice, chili peppers, and honey are also selling like hot cakes, with an average daily profit of more than 5,000 yuan. The hotspot of Taipan Village has led to the development of Yangfang Village next door, and the homestay that used to have no tourists is now flooded with customers. Many villagers who are busy at home on their farms are packing up the unused rooms in their homes, decorating them with local characteristics, and renting them to tourists from abroad [7]. "Village Super" and "Village BA" in Guizhou have promoted the advancement and development of village culture, not only raising the self-confidence of various cultures in the villages, but also deepening the daily cultural life of the village residents, and greatly facilitating exchanges and cooperation among villages, promoting harmony and

unity among all ethnic groups and stabilizing the social family [8]. Overall, the revenue brought to the area by Village BA has exceeded \$300 million in just one or two years. During the hosting of the 2022 Village BA event, the village of Taipan received a huge number of tourists, and the comprehensive income from tourism reached a fairly high level. By 2023, although visitor numbers have decreased, tourism receipts continue to grow, demonstrating the long-term impact of the Village BA on the local economy. In addition, the Village BA has simultaneously attracted several outstanding enterprises to invest and build, further promoting the development of the local grassroots economy in Guizhou. Corporations have become sponsors and advertisers of the Village BA as a way of promoting the spread of the sporting event and making it a learning experience for the development of grassroots sporting events.

5.2 Failure case study

The active participation of foreign participants and tourists in the event led to traffic congestion in the city, causing inconvenience to the daily life of local citizens and affecting the normal working life in the area. There are also certain safety hazards during the competition, too many spectators leading to overcrowding, and the safety and health of the competitors, this part of the adverse factors may lead to a negative impact on the city's image and the city's distinctive brand. The process of the tournament generates a lot of noise and garbage, leading to certain environmental pollution problems, resulting in part of the funds for environmental protection construction. In addition, the organization of the event requires a large resource base, and due to the low visibility of the event, it brings in insufficient inward investment and economic revenue, bringing about a deficit in economic growth. Finally, the operation of the Chizhou International Marathon has a direct impact on the city's image and reputation[9]. If there are problems with the organization of the race, it will affect the image of the city and lead to a decline in the goodwill of the city's Yu investors and sponsors, and future investment in other industries may also face a lack of funds.

6 Pathways methods and suggestions for the development of grass-roots sports events

Example of data on domestic sports events for economic development. In 2022, the total size of the national sports industry reached 3.3 trillion yuan, realizing an added value of 1.3 trillion yuan. And the role of the sports industry in economic development is highlighted in the "three effects".

6.1 "Multiplier effect"

Nowadays, a large number of cities vigorously improve their city image, grow their city capacity, and drive economic development by organizing grassroots sports

events and activities. According to the Shanghai region's statistics, participation-type sports events, sports direct consumption of foreign participants on food, housing, transportation, and other indirect consumption driven by the ratio of up to 1:13. During the Universiade, the Asian Games, the Youth Games and the Fourteen Winter Games, Chengdu, Hangzhou, Nanning and Hulunbeier realized sports and related consumption of more than 130 billion yuan, an increase of more than 10 percent compared with the period before the events [10].

6.2 "Integration effect"

The State General Administration of Sports has actively carried out integrated development in the field of sports, and sports events have come into rural areas and business circles, and the integrated development of culture, sports, tourism, and business has become an important means of rural revitalization and boosting the economy in various places. During the Spring Festival, the reception of tourists and the comprehensive income from culture, sports, and tourism at 26 national ski resorts increased by more than 50 percent year-on-year.

6.3 "Driving force"

Currently, surfboards, skateboards, snowboards, "the new three boards" sports flourish, Frisbee, waist flag rugby, and other emerging sports are also frequently "out of the circle". During the Spring Festival this year, more than 30 surf clubs in Wanning, Hainan were full every day. Last year, the first outdoor sports industry conference in Yunnan gained nearly 20,000 sports enthusiasts and professionals to join, promoting the rapid development of related industries.

7 Conclusion

In summary, the organization of grass-roots sporting events can boost the infrastructure of a city and, to some extent, influence the level of economic development: First, the organization of sports events attracts foreign spectators and tourists, driving the development of the city's tourism industry and other related industries and further promoting the city's economic development. Secondly, the organization of sports events requires the construction and improvement of relevant stadiums, the improvement of the transportation environment and other infrastructure, after the construction and improvement of these infrastructures, not only to meet the needs of the event but also to provide support and protection for the development of the city. Thirdly, the organization of grass-roots sports events enhances the visibility of the city, attracts more talent and investment injection, and promotes the sustainable development of the city. The development of grass-roots sports events has a multifaceted impact on the city's sports economy, and government departments and related units should pay attention to supporting the development of related events and give full play to their important role in the development of the city's economy.

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