

Research on the Management of Sports Events in the Context of Sports Tourism

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Abstract. This article first analyzes the management significance of sports events in the context of sports tourism from the perspectives of increasing urban attractiveness, optimizing industrial structure, increasing employment opportunities, improving urban infrastructure, increasing economic benefits, and improving the quality of public services. Then it elaborates on management strategies for sports events in the context of sports tourism from the perspectives of competition management, information communication, cost control, risk control, logistics management, and evaluation management. Finally, it proposes management directions for sports events in the context of sports tourism from the perspectives of developing a whole-area tourism strategy, combining sports events with tourist attractions, improving the institutional guarantee of sports tourism, and strengthening the promotion and publicity of sports tourism.

Keywords: Sports Tourism Background; Sports Events; Management Strategies.

1. Introduction

With the consistent elevation of people's living standards, tourism has increasingly become a sought-after leisure activity. However, the limited availability of tourist attractions often prompts individuals to search for additional ways to amuse themselves during their visits to new cities. Here, sports events offer an intriguing and engaging alternative. They provide an exciting platform for participants to engage in physical activities, while also serving as a source of entertainment for spectators. Recognizing this trend, numerous cities have taken the initiative to integrate sports events into their tourism strategies. This innovative approach not only enhances the overall tourism experience but also creates a synergy between urban tourism and sports events. By combining the two, tourists are able to not only enjoy the scenic beauty and cultural heritage of a city but also participate in thrilling sports events. Moreover, this integration contributes significantly to the vibrancy and diversity of the city. It attracts a wider range of tourists, including sports enthusiasts and those seeking unique experiences. This, in turn, generates additional revenue for the city and helps to promote its image as a vibrant and diverse destination. In conclusion, the integration of sports events into tourism strategies is a win-win situation for both tourists and the cities they visit.

2. The Significance of Sports Event Management in the Context of Sports Tourism

2.1. Increase the Attractiveness of the City

Under the background of sports tourism, sports events can be used as a city's external business card together with the tourism industry. In the past, cities only developed the tourism industry without sports events, which led to tourists who like sports events not being interested in the city. However, cities with only sports events have uneven levels of development in the tourism industry, which also leads to tourists who like tourism not being interested in the city. When sports events and tourism industries coexist in a city, tourists who like tourism or sports events can come to the same city to play.

2.2. Optimizing Industrial Structure

Under the background of sports tourism, sports events can increase the vitality of the tertiary industry. The purpose of industrial restructuring is to increase the proportion of the tertiary industry in GDP, reduce the proportion of the primary and secondary industries, and reduce industrial pollution to the environment. The combination of sports events and tourism can indirectly promote the development of the catering industry and transportation industry[1].

2.3. Increase Employment Opportunities

The development of the tertiary industry is rapidly advancing in the context of sports tourism. Both the tourism industry and sports events require a certain amount of human resources and capital. As the number of foreign tourists gradually increases, the number of people employed in the tertiary industry must also increase accordingly, otherwise it will be impossible to provide quality services for tourists. Therefore, the management of sports events has increased employment opportunities for people in the tertiary industry[2].

2.4. Improve Urban Infrastructure

The gradual increase in the number of foreign tourists in the context of sports tourism has put higher demands on urban public infrastructure such as catering, accommodation, communication, and transportation. The hosting of sports events has promoted the development of the tourism industry, forcing cities to improve their public infrastructure, otherwise their service capabilities and environment cannot be recognized by tourists[3].

2.5. Increase Economic Benefits

Under the background of sports tourism, the number of foreign tourists is gradually increasing, the income of urban sports events is increasing, and the income of the tourism industry is also increasing. The accompanying income in the fields of catering, accommodation, communication, transportation, etc. will also continue to increase. Therefore, the holding of sports events directly improves the economic efficiency of cities and accelerates the circulation and withdrawal of money[4]. The nature of China's sports industry is also changing under new social conditions, from the original single pure public goods to quasi-public goods or private goods. This undoubtedly poses challenges to the existing traditional organizational, management, or operational models of mass sports events. It is an inevitable trend to transform the traditional operational model of mass sports events to be in line with the market economy system[5].

2.6. Improve the Quality of Public Services

Min Jian and others believe that public sports services refer to the sports products and labor services provided by public sports organizations and public sports service personnel for the sports activities of the public[6]. Xiao Linpeng et al. believe that public sports services are public goods or hybrid products provided by public organizations to meet public sports needs[7]. Under the background of sports tourism, cities will continue to attach importance to sports events and tourism industries. During the process of hosting sports events, it is necessary to organize service personnel to provide services for participants and spectators. Tourism personnel can directly evaluate the quality of public services in the city, so cities will inevitably use public services to build a good reputation.

3. Management Strategies for Sports Events in the Context of Sports Tourism

3.1. Competition Management of Sports Events

3.1.1. Figures. Competition Procedures and Regulations

In the context of sports tourism, sports event managers must be clear about the competition procedures and regulations, which are the most important aspects for participants. The competition

procedures and regulations will have a direct impact on the competition process and results, so managers must develop relevant competition procedures and regulations based on the content, objectives, and characteristics of sports events to ensure fairness and justice. In order to improve the fairness of sports events, relevant managers should not be one-sided, but should invite professionals from corresponding sports events to participate in the development of competition procedures and regulations, so as to gain recognition from people inside and outside the industry.

3.1.2. Registration and Registration

In the context of sports tourism, sports event management personnel have clearly defined the registration process in the competition procedures and regulations. Participants should arrive at the city where the sports event is held before the competition and go to the designated event management department to collect their participant identification documents. In order to reduce the time wasted in the registration process, the sponsor of sports events can open the process of forecasting names on the Internet platform. Participants can fill in their own information on the relevant website first, so that the sponsor of sports events can prefabricate the participant's certificate in advance, so that participants can directly field the corresponding certificate after arriving in the city, without wasting extra time waiting for the field certificate.

3.1.3. Accommodation Training

Under the background of sports tourism, sports event managers can stipulate the accommodation and training venues for participants in advance. After registration, participants can directly go to the designated location to prepare for accommodation and training procedures. In this way, participants can directly prepare for the event under the guidance of the sports event organizer. If there are more assistant coaches for the participants, they can also choose their own accommodation and training venues. In this way, participants can train according to their original plan without being interrupted by accommodation and training venues.

3.1.4. A Competition

Under the background of sports tourism, sports event managers must ensure that referees have high professional standards, and then test the physical indicators of participants to see if there are any violations, ensuring the fairness and impartiality of sports events. Finally, they should guide the audience to enter the venue in an orderly manner. In this context, a large part of the audience for sports events are tourists. Sports event organizers must adopt advanced information technology to ensure a good viewing experience for the audience, otherwise the reputation of sports events in the sports tourism industry will continue to decline, which may affect the subsequent interest of tourists in watching the events.

3.1.5. Award the Prize

Under the background of sports tourism, sports event managers must award the winning participants in accordance with the prescribed award ceremony process. There are certain differences between the award ceremony processes for individual sports events and team sports events. Managers must pay attention to the traditional regulations of sports events and cannot develop award ceremony processes according to their own ideas. Before officially awarding the winners, the organizers of sports events must communicate with the winning participants to ensure that both parties fully understand the award ceremony process and prevent errors during the awarding process. Only in this way can we ensure that the award ceremony of various sports events proceeds in an orderly manner.

3.2. Eventsinformation Communication of Sports Events

Under the background of sports tourism, sports event managers can determine the process of sports events through meetings, but there are many inconveniences in offline meeting forms with modern equipment. Therefore, managers can conduct online video conferences through information technology, which can greatly improve the work efficiency of managers without affecting other work of each manager. The media service of the 2004 Athens Olympic Games became more and more

standardized[8].The establishment and standards of independent media service agencies for the 2008 Beijing Olympic Games. The standardized media service operation process marks the formation of a media information service model for large-scale domestic sports events [9]. In recent years, many large-scale sports events, including the Olympic Games, Asian Games, and National Games, have adopted information technology to coordinate the work of various management personnel online. At the same time, information technology has also been applied to areas such as registration and accommodation training, improving the convenience for participants.

3.3. Cost Control of Sports Events

Under the background of sports tourism, sports event managers must carry out refined control over the costs of various sports events. If the cost of hosting sports events repeatedly exceeds the budget, it is uncertain whether the sports event organizers can obtain the expected economic benefits, which will inevitably have a negative impact on the integration of urban tourism industry and sports events. Sports event organizers can use financial budgeting and accounting models to constrain the costs of sports events projects, and implement cost control tasks to specific staff members. Only in this way can the costs of sports events activities be strictly controlled according to the cost budget plan. If the costs exceed the budget, the problem can be directly identified in the material requisition and expense approval processes.

3.4. Risk Control of Sports Events

Under the background of sports tourism, sports event managers must recognize the risks involved in the hosting of sports events. Major risks in politics, economy, and environment must be prevented by managers, while various accidental and sudden dangers and accidents require managers and grassroots personnel to develop corresponding pre-arranged systems. If such accidents occur, it is necessary for the upper and lower levels to work together to control the above risks in the shortest possible time. When a large number of tourists flock to sports events, the organizers must coordinate the orderly entry and exit of spectators, organize the recycling of garbage generated during the viewing process, and purchase insurance for participants when necessary to minimize the risks of sports events. risk control of sports events.

3.5. Logistics Management of Sports Events

The logistics management work of sports event management personnel in the context of sports tourism includes accommodation and training of participants, management of on-site spectators, management of spectator transportation, garbage recycling and disposal, etc. The food for participants must meet the standards for athletes; spectators must be guided by special personnel when entering or leaving the spectator site to prevent them from getting lost; urban railway stations, passenger stations, airports, and tourist attractions need to set up vehicles that directly access the sports event site to guide tourists to participate in sports events; garbage recycling and disposal requires a certain number of sanitation personnel to be allocated according to the sports event venue to ensure that the sports event venue is clean and tidy.

3.6. Sports Event Evaluation Management

Under the background of sports tourism, sports event management personnel can divide the evaluation and management of sports events into four aspects: pre-match preparation, feasibility study, match process, and post-match summary. Pre-match preparation requires planning for participants and visitors; feasibility study requires judging whether the expected economic benefits can be achieved; during the match process, it is necessary to do a good job in preventing emergencies to ensure the orderly progress of the match; post-match summary can comprehensively evaluate the management work of the above three parts, to improve work efficiency and quality in subsequent sports event management. Management Direction of Sports Events in the Context of Sports Tourism

4. Formulate a Strategy for All-for-one Tourism

Under the background of sports tourism, sports events must develop towards the direction of whole-area tourism. It is necessary to promote the tourism industry and sports events in various regions through whole-area tourism, so as to improve the economic development level of the entire region. The tourism landscapes in various regions are different, while sports events are diverse. Therefore, sports event managers can set up different tourism and sports event routes in various cities according to the whole-area tourism strategy, so that tourists can participate in sports events in any city, which can promote the simultaneous development of sports events and tourism industry.

4.1. Combining Sports Events and Tourist Attractions

Under the background of sports tourism, sports event management departments must cooperate with tourism management departments. The Sports Bureau needs to maintain consistency with the Tourism Bureau on the strategy of whole-area tourism. For the Sports Bureau and the Tourism Bureau, combining sports events and tourist attractions is a win-win choice. The number of tourists attracted by cities' independent development of tourism industry or sports events is very limited. The number of tourists attracted by the combination of the two is mutually superimposed, which can drive the development of both tourism industry and sports events. Therefore, the location of sports events should not be too far away from tourist attractions, otherwise the inconvenience of transportation will reduce tourists' interest in playing.

4.2. Improve the Institutional Guarantee of Sports Tourism

Under the background of sports tourism, sports event management departments can also organize some sports activities that tourists can participate in, but tourists are prone to getting injured during these activities, so it is necessary to improve the system guarantee of sports tourism. Managers in the field of sports tourism can provide insurance for tourists participating in sports activities, so that tourists can participate in sports activities with peace of mind. At the same time, the organizers of sports tourism activities can also set up risk warning systems and rescue and venue facilities construction standards to minimize the occurrence of unexpected accidents and improve the safety of the sports tourism industry.

4.3. Strengthen the Promotion of Sports Tourism

Under the background of sports tourism, the Sports Bureau and the Tourism Bureau can also jointly participate in the promotion of the sports tourism industry. The coexistence of sports events and tourism industry can be used as a local characteristic. During the promotion and publicity stage, it is necessary to take the initiative to cater to the audience and tourists' preferences, maximize the efficiency of publicity, and make the image of the tourist destination deeply rooted in people's hearts [10]. For people who enjoy sports events and activities, they can enjoy visiting tourist attractions while watching. For those who enjoy traveling, they can relax and unwind while watching sports events and activities. Therefore, sports tourism is bound to receive spontaneous promotion and promotion from tourists. However, the sports bureau and the tourism bureau must first accumulate the initial users of the sports tourism industry through new and old media such as Tiktok, Kwai, microblog, TV station, etc., so that the effect of sports tourism promotion can get the expected goal.

5. Conclusion

In summary, sports events in the context of sports tourism can be involved in the tourism industry, but the leading departments of the tourism industry and the organizing departments of sports events must work closely together to integrate the time of sports events, so that tourists can enjoy various sports events during their travel. Only in this way can the attractiveness of sports events and tourism to tourists be enhanced, and the combination of the two can attract more tourists.

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