Research on the Influence of Large-scale Sports Events on the Development of Urban Sports Tourism Industry based on the Analysis of Computer Network Technology

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Abstract. Nowadays, the commercialized operation of sports events is becoming more and more mature. Large-scale sports events are dominated by the government as well as by the marketing, and their comprehensive benefits have a great impact on the urban development. At the same time, in today's increasingly mature computer technology, the organic combination of large-scale sports events and computer technology can maximize the development of large-scale sports events to the city. Based on the connotation and extension of sports events, Taking Wuxi City as an example, this paper analyzes the positive role and influence of large-scale sports events on the development of host cities, which are mainly reflected in three aspects: politics, economy, society and culture, as well as how to combine computer technology with large-scale sports events organically.

Keywords: Large Sports Events, Wuxi, Development, Influence, Computer technology

1. Definition of large sports events

For a long time, scholars at home and abroad have different understandings and views on sports events, and their practical methods and means are also quite different. Now, the change and influence of commercial operation on sports events are increasing, and the connotation and extension of sports events have changed greatly.

1.1. Definition of sports events

Wang conserve, a domestic scholar, defines sports events, which is also widely accepted: "sports events are special events that provide competitive products and related service products. Their scale and form are restricted by competition rules, traditional customs and many factors. They have project management characteristics, organizational culture background and market potential, and can meet the needs of
different participants to share experiences. To achieve a variety of goals and objectives, and impact on social culture, natural environment, political economy, tourism and other fields, can produce significant social, economic and comprehensive benefits. "This view correctly interprets and grasps the connotation and extension of sports events, and shows the characteristics of the current changes of sports events. Consumption driven by outdoor sports events refer to Figure 1.

![Figure 1. Consumption driven by outdoor sports events](image)

1.2. Classification of sports events

According to the scale and level of sports events, Wang conserves sports events into super large events, large events and general (scale) events. Based on the influence of sports events on the host place, Getz, a foreign scholar, divides sports events into super large sports events, landmark sports events, regional sports events and local sports events. Super large sports events are often held in a long period, and the impact is not limited to one city. No discussion here. Large sports events and landmark sports events are held regularly, which are relatively stable and have similar effect and influence on the host city. For the convenience of discussion, this kind of events are collectively referred to as large sports events in this paper.

1.3. Definition of large sports events

Large scale sports events refer to those sports events with high competitive level, which have a great influence on the political, economic, cultural and other aspects of the host city, causing widespread concern of the media and local people. Including: international comprehensive games, important events organized by world single events (World Cup, single Championships, etc.), sports events named or held by world famous enterprises, etc.

At present, the fixed large-scale sports events held in Wuxi include: Taihu Lake International Cycling Race, Wuxi International Marathon race, World Snooker World Cup, etc.
2. The positive effect and influence of large-scale sports events on the development of host cities

The characteristics of sports events are mainly reflected in four aspects: first, they have a wide range of influence; second, they have a variety of ways of influence; third, they have different time effects; fourth, they have different effects. The impact of sports events on the host area is both positive and negative. In recent years, the scale and level of the large-scale sports events held in Wuxi City have been improved continuously, attracting more and more competitors and spectators. To some extent, it shows that the interaction between events and urban development is benign. This paper mainly discusses the positive effect and influence of large-scale sports events on the development of Wuxi City[1].

2.1. Large sports events have political and image functions

For a long time, politics and sports are mutually beneficial. The government has created a good environment for the event, achieved various goals and objectives through the event, and obtained comprehensive benefits.

2.1.1. Political interaction and cooperation between cities. In 2015, the international road cycling race around Taihu Lake was held in Jiangsu and Zhejiang provinces. It has been successfully held for six times, divided into nine stages, and has a total length of more than 1900 kilometers through six cities, Wuxi, Nantong, Changzhou, Suzhou, Huzhou and Jiaxing. Binhu District of Wuxi City is not only the origin of the competition, but also the starting point of the competition[2]. This competition is a key brand competition created by Wuxi City and Jiangsu Province, and also one of the key tasks of Wuxi Municipal Committee and municipal government. The event is jointly prepared and held by Wuxi City and neighboring cities to handle the transmission of information related to the event. Relevant government officials pay attention to the event and conduct dialogue and communication[3]. Through these ways, friendly cooperation and coordination mechanisms on competitions will be established, and these mechanisms will be widely used in other areas of cooperation between cities. The influence of sports events on tourists refer to Figure 2.

![Figure 2. The influence of sports events on tourists](image-url)
2.1.2. **Improve the visibility, image and comprehensive competitiveness of the city.** The successful application and holding of large-scale sports events reflect the good competitiveness of the city, because it requires the concerted efforts of the whole society. It not only tests the management and service ability of government departments and social organizations, but also tests the level of urban infrastructure construction and environmental health, and tests the participation and comprehensive quality of local people. This effect is mutual. The spread and influence of large-scale sports events are not only limited to the field, but also extended to other fields outside the field. At the same time, it enhances the image of the city and spreads the popularity of the city\(^4\).

The 6th international road cycling race around Taihu Lake attracted more than 200 UCI intercontinental professional teams, intercontinental teams and national teams from five continents and seven countries to compete. The competitors and spectators felt the charm of Wuxi City from inside and outside the venue and further spread it to others. Wuxi organizing committee cooperated with lagardel sports, a special broadcasting team of the tour de France cycling race, to broadcast the opening ceremony and Wuxi stage of the race live. Lagarde sports in France has an audience of more than 110 countries and regions around the world. With professional aerial photography technology and a large audience, Wuxi's unique natural scenery and new achievements, new images and new features of economic and social development can be fully displayed.

In 2015, Wuxi International Marathon was organized and implemented in accordance with the leading domestic standards and close to the highest international standards. More than 30000 athletes from 32 countries and regions participated in the competition, and more than 50 media reported on it. The government, together with social forces, has created a stage for the integration of sports and national fitness, which has been widely praised by athletes, referees, the media and the general public.

The scale and level of the World Snooker World Cup held in Wuxi in 2015 were further improved.

2.1.3. **Teams and 48 top players from 23 countries and regions participated in the competition.** The European Broadcasting Union, the world's largest professional broadcasting and Television Union, has broadcast and recorded the competition to nearly 90 countries and regions around the world, and CCTV has also increased its broadcast time. The publicity and promotion before, in and after the event realized the full coverage of media and network, and effectively improved the city's popularity and reputation of Wuxi\(^5\).

2.2. **Large scale sports events promote urban economic development and increase economic growth points**

Holding large-scale sports events can promote the development of various industries in the host city, provide new economic growth points for the city, have a positive impact on the sports industry and other related industries, and make a real contribution to the economic development of the city.

2.3. **Promotion of large sports events to society and culture**

Holding large-scale sports events has many effects. The participation of multiple industries requires corresponding supporting services. During the event, the service includes guest reception, translation, medical treatment, security, material supply, etc., and later stage also includes tourism, shopping, etc. Directly or indirectly, it has brought a large number of visitors to the host city and increased the number
of employees.

2.3.1. Strengthen cultural learning, exchange and integration. The large-scale sports events have a strong appeal. While displaying the charm of sports events, they provide a broad platform for information exchange and play a good educational function for the public, especially for teenagers. With the help of this platform, the organizers of the event deliver correct value propositions, such as social equity and justice, freedom and equality. At the same time, the ritual sense of sports events also reflects the mainstream culture[6].

Wuxi City pays special attention to the combination of international competitions, mass sports and national fitness, and the exchange of Chinese traditional culture and modern culture. In the international road cycling race around Taihu Lake and the international marathon race track, the national fitness exhibition points are set up to show the traditional Chinese martial arts, Taijiquan, dragon and lion dance, qigong, waist drum, etc., as well as modern characteristic fitness projects such as square dance, sports dance, etc., attracting a large number of people to participate in them.

2.4. Changes of natural and social environment caused by large-scale sports events

Before the large-scale sports events, the traffic, accommodation, street sanitation and other aspects of the city will be significantly improved. In the past five years, Wuxi Municipal government has invested a lot of human and material resources in the construction of urban infrastructure, the operation of municipal stadiums and gymnasiums has been continuously optimized, and the construction of hardware facilities at each node of "Taihu Lake Sports Circle" has been continuously improved. In 2015, Wuxi International snooker Marathon was upgraded from a silver medal event to a gold medal event, and the world snooker Wuxi elite event was upgraded to the World Snooker World Cup, which is the best evidence of the achievements of Wuxi infrastructure construction.

2.4.1. Green sports drives sustainable development. Sports activities will have an impact on the ecosystem, and the holding of large-scale sports events will have a more prominent impact on the natural environment. The advocacy and practice of green sports effectively curb the damage of sports activities to the natural environment.

Wuxi has three major international events, but it has not built new stadiums and stadiums, but focuses on optimizing the use of old stadiums and stadiums. Through the event platform, the organizing committee advocates the life concept and lifestyle of advocating health, enjoying sunshine, low-carbon and environmental protection, establishes national fitness monitoring points in the venue, provides free professional physical examination services for the spectators, propagandizes scientific fitness knowledge, distributes leaflets, and promotes the sustainable and coordinated development of the whole people's fitness and regional economy, culture, tourism and other industries.

3. Conclusion and suggestion

The effect and influence of large-scale sports events on urban development involve a wide range of ways, with different effects and effects. Three large-scale sports events in Wuxi have positive effects on Urban Development: they have better political and image functions; they promote economic development, especially in the service industry; they promote the progress and exchange of society and
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