Coupling Research of Large Scale Sports Events and Host City Development

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Abstract
The successful hosting of large-scale sports events will greatly promote the development of a city. Especially in enhancing the image of the city, improving the level of infrastructure, optimizing the urban environment, promoting urban economic development and expanding urban space and other aspects of the role is more prominent. The research shows that the international large-scale comprehensive sports events can significantly promote the perfect of sports venues and facilities, and the construction of professional sports teams, so as to promote the development of sports undertakings in host cities. In the environment of economic globalization and capital internationalization, large scale sports events have become an important catalyst for urban development and injected new impetus into the development of cities.

Key words: Urban development, Coupling effect, Multiple factors, Sports competition

1. INTRODUCTION

The great value of large-scale sports events has been paid more attention to all over the world, and the competition between various countries and cities has been hotly fought for. The relationship between sports events and urban development has gradually attracted the attention of the academic community, and has become the focus of attention in the fields of economics, economic geography, sociology and industrial economics. Since 1980s, many scholars have begun to study the relationship between sports events and urban development. Summary of all kinds of research, domestic and foreign scholars focus on the research of influence on city economy sports events, that by increasing sports events held in the city can promote economic growth, employment, development and driven by the strong effect of promoting the construction industry, tourism, food and beverage industry. In addition, sports events can also bring about other aspects of urban development for sports events. For this research, scholars at home and abroad pay more attention to qualitative description, for example, holding sports events can enhance the image of the city, optimize the urban environment and improve the living standards of the residents. With the rapid development of China's social civilization and further enhance the economy, people's living standards and quality of life are also increasing, sports and other aspects of the rapidly increasing demand, many city carry out a number of sports events in order to meet the demand. City sports competition between the right of the fierce competition, the government began to attach importance to enhance the intrinsic value of the city, especially the development of cultural value and enhance economic strength to improve the comprehensive competitiveness of the background, held for injecti and talent and attract more capital to the aggregation of sports events.

Sports events are not only pure sports and games, but also have many functions, such as media, entertainment and rallying people's morale. Of course, sports events require a certain material and technological conditions for support, not any city can meet the needs of the development of sports events, there are some differences such as China's north and south, between the East and the west, both climate and environment, economic development level and the city size are different. The city can carry out all kinds of sports events rely on their own advantages to explore suitable for their own development requirements of the sports events to expand the influence of the city and the way to enhance the city brand, the mutual promotion between city and sports events. City to the level of economy, sports infrastructure, security facilities and other support sports development, and the success of the sports event but also promote the city's economic development, provide some jobs, the city established a good brand image and improve the city residents environment, stimulate the transformation of industrial structure etc.. The 2008 Olympic Games has attracted worldwide attention, will the eyes of the world gathered in China, greatly enhance the China international image in the world, in the Olympic Games successfully held to declare success for several years, the parties to the direct investment of the Olympic Games to Beijing's annual GDP increased by 5 percentage points, fiscal revenue increased 7 the other points, number of jobs, environmental governance investment have positive growth.

2. THE COUPLING MECHANISM OF COORDINATED DEVELOPMENT

2.1. The concept and connotation of coupling
The coupling is a concept of physics, refers to two or more than two circuit elements, between input and output or electric network, there is a close cooperation and mutual influence, the interaction can be from one side to the other side of the phenomenon of energy transmission. In a word, coupling is a measure of two or more than two entities that depend on each other. The concept of coupling is referenced by such subjects as atmospheric science, water science, ecology, economics, or agricultural science, and then a concept of systematic coupling is put forward. System coupling means more than two homogeneous systems with the tendency to be mutually compatible. When conditions are ripe, they can be fused into a higher order, new structural function, that is, a new system. The coupling concept of the system is also applicable to the study of the relationship between the two main subjects (sports events and urban development). Sports and city development between the two systems is the interaction and mutual influence, when reaching a certain level, they through the exchange and energy circulation, the factors of material flow coupling interaction, thus forming a complex system.

Figure 1. Coupled coordinated development

The concept of coupling with the host city of the sports events can be defined as: in certain areas, sports events and the host city of the mutual promotion and coordinated development, at the same time between components of the two systems interact with each other, to further common resources and elements of reasonable allocation, and promote the optimization of industrial structure and organization the structure, city spatial structure and function structure, process of forming sports space layout and city space layout integration in the regional economy. In addition, the coupling degree is related to the coupling concept. This paper will study the degree of coupling between the sports events and the host city, the two systems and the elements, and this is also the focus of this study. The degree of coupling between sports events and host cities refers to the degree of mutual matching, the degree of support and the degree of synergy between the two major systems and their constituent elements. The degree of coupling with the host city of the sports events, it means that can promote the development of integration of sports events and the host city, and promote the enhancement of regional competitiveness and enhance the comprehensive strength, in order to obtain more spillover effect; on the other hand, the degree of coupling with the host city of the sports show low, sports events and the development of the host city the correlation is not big, showing their development status, and the slow development, the spillover effect of sports events and the common development of the city is very low or even have a negative effect on regional development.

The concept of the coupling between the sports events and the host city is mainly from the integration of the region and the integration. From the connotation of coupling, the coupling between sports events and host cities is not only the coupling between the two systems, but also the coupling between the two elements of the two systems. Through the division of labor and urban sports development and cooperation, complementary advantages, in order to promote the optimal allocation of resources, the upgrading of the industrial structure of the event, the city's rational layout. With the increase of coupling degree, the elements of the two systems will be organically integrated into a regional dynamic open platform. The coupling of sports events and host cities can form a solid network of cross links between sports industry chains and city chains. The network is made up of sports network, city network and network resource. Through the network, to promote the city space layout is decentralized and centralized industrial layout and city efficiency maximization, on the other hand, the different city has different city functions and economic functions, to allocate more resources in the wider region and to
obtain the spillover effect between the individual events, and a single city cannot reach. In a certain area, the spatial and temporal coordination and coordination between event development and urban expansion are emphasized by the coupling of sports events and host cities. The factors of the coupling development between sports events and host cities include natural resources and social resources, such as government policy, human cohesion, local social habits, or local culture.

2.2. Analysis of coupling mechanism between urban system and event system

The internal variables of the system at the phase change point can be divided into two kinds, i.e., fast and slow relaxation variables. The slow relaxation variable is the fundamental variable that determines the system phase transition process, which is the order parameter of the system. The key of the system from disorder to order is the coordination between the order variables in the system. It controls the law and characteristics of the system phase transition, and the coupling degree is the measure of the synergy. Therefore, the sports event and the host city space of the two systems through their respective form define the degree of factors affect each other for sports and city development coupling degree and coupling extent represents the contribution degree and intensity of regional economic system.

The coupling relation between sports events and urban development is the sum of the non-linear relationship between sports events and urban development in the process of preparing and organizing sports events. In the process of the interaction between sports events and urban development, the exchange of information between the two systems is included, including the interaction among the elements of the two major systems. Based on the concept of coupling development, the whole area is divided into motion system of sports and city development of the two systems, according to the connotation and the development of two major characteristics of the system, sports evaluation system mainly includes four aspects of economy, population, life and ecological environment. The urban development evaluation system mainly includes five aspects: comprehensive economic strength, basic service facilities, the degree of opening to the outside world, human resources and the quality of citizens, and the level of government management. Cross between the two factors, such as economic development factors of sports events in the system will be to stimulate the elements of city development in the role, on the other hand, the evaluation system of city development elements, such as the development of the management level of openness, the government will further promote the development of sports system factor. From the practice point of view, the coupling effect is mainly manifested in: one is the sports event, can make the city to promote the development of the city in the process of increasing infrastructure investment, environmental protection, increase employment and promote economic growth in the city; on the other hand, through the combination of resources and location, structure and network system the interaction, policy and environment complement each other so to provide the necessary conditions for organizing sports events, sports events were also held on constraint. On the positive side, the city provides important material, cultural and other guarantees for the hosting and development of the event, and plays an important role in promoting urban brand, promoting social harmony and improving the industrial structure. From a negative point
of view, the event will consume a lot of resources, at any cost of the event will eventually hinder the sustainable development of the city, the plight of urban development can not provide a platform for events. Therefore, the coupling between events and cities is particularly necessary. Only when the two of them coordinate and coexist can they promote each other, and then promote the whole system to develop in a positive direction. The coordinated development of urban events is to make full use of and promote the positive relationship between the two, and achieve a virtuous circle.

Figure 3. Economic elements of sports system

3. FUNCTION MECHANISM OF COORDINATED DEVELOPMENT BETWEEN SPORTS EVENTS AND URBAN DEVELOPMENT

Sports events play a huge role in promoting urban economic income. A large number of tourists enter the city during the period of the event, which inevitably brings about the demand for accommodation, transportation and culture, and will bring huge profits for various industries. A part of these profits has a multiplier effect, forming a chain of capital flows, contributing to the city's economic income. Sherlock of the United States have a similar sports car industry cluster, is the American racing Federation (NASCAR) birthplace, known as the "Nazca valley". At present this valley has been popular in American racing circles, often held various major events, is an important base for many racing events, gathered almost a national racing team, which has gradually become a racing industry gathering area. In the event of the pull, the development speed of the local industry by leaps and bounds, since the car's design, development, improvement, production, processing and reconstruction of parts, maintenance, testing and maintenance before the vehicle, driver and team uniforms, the basic necessities of life to the iconic items, souvenirs and other fields not perfect.

Figure 4. Sports economy
A country has sufficient reserves to illustrate its economic strength are small to see, the level of economic development in a leading position, strong ability of international payment. In the world, is usually to obtain foreign exchange earnings through international trade, but between country and country residents to travel, insurance and other countries for foreign exchange income, this is called the invisible trade foreign exchange or non trade foreign exchange revenue. Now the major sports events have become increasingly internationalized, and held large-scale events will attract from all over the world racing enthusiasts to local spectators, tourism and consumption etc.. Major international sports events, including the audience behavior to buy souvenirs, tickets and other basic necessities of life in all expenditures of the host city can bring substantial foreign exchange income for the city in the country, intangible foreign exchange income that is above said. As far as developing countries are concerned, as exports are less competitive in the international market, tourism exports have a greater impact on the exchange rate than trade exports. Because the tourism industry itself has no pollution or low pollution characteristics, and no country of destination pay transportation costs, not restricted by the import and export tax policies, vigorously develop the international competition for the country's intangible events tourism development has brought a huge role in promoting, and the income of foreign exchange trade surplus, inverse influence, sports and tourism has a natural link, the development of the sports events, will bring important benefits for the development of the city.

The realization of the right to work of residents is an important indicator to measure the level of national economic development. It directly affects the stability of society and the harmonious coexistence of all classes. It is an important factor to maintain the survival of individuals and stability of the country. According to the characteristics of the development of market economy, talent, capital and other capital flows is inevitable, so all the countries to allow a certain degree of unemployment, but the high rate of unemployment will lead to social turbulent, residents can not live and work in peace and social progress is blocked, so the sports event held the city's many jobs have been paid more and more attention. Sports competitions belong to the service industry, and the demand for labor force is large. Sports events need both ordinary labor force, such as the simple staff working in the Beijing Olympic Games, but higher skilled and high-level labor force, so as to support the smooth development of sports events. In addition, sports events can promote the development of other industries, so that the demand for labor in other industries is increasing.

The sports event industry is related to more than 30 industries, and as a comprehensive industry, it has a strong relevance driving role. The development of sports events also plays a certain role in promoting the development of other industries. At the same time, it can also optimize the urban industrial structure. Sports events industry can directly promote the development of tourism, accommodation and catering industry. Sports events industry can also promote the development of the transportation industry, and by stimulating the rise of tourism, and thus increasing the demand for the transport industry, but also put forward higher requirements for the transportation industry. Sports events industry plays an important role in construction engineering and related industries. The preparatory work for sports events requires the construction of stadiums, expansion roads and airports, which provide a great deal of opportunities for the construction industry and related industries. Sports events industry plays a leading role in the development of urban art, production process, museum, exhibition industry, agriculture and sideline industry. Need a lot of sports consumption activities, including agricultural and sideline such as food, fruit and drinks consumption; on the other hand, the audience demand for local products and souvenirs, can promote the development of technology, art and business.
4. SUGGESTIONS ON THE COUPLING DEVELOPMENT OF SPORTS EVENTS AND CITIES

Sports events can bring about positive effects on the host cities such as economic growth, investment increase and social civilization progress. On the other hand, the blind holding of sports events will also bring about negative impacts on urban development, including increasing the financial burden of the government, causing traffic jams and destroying the urban ecological environment. Therefore, sports and city development is a comprehensive relationship with its own law of development, and not any city are suitable for various types of organized sports events, nor any sports events can have a positive impact for the development of the city. Therefore, it is very important for sports events and urban development to promote each other, and to promote the coupling between sports events and urban development.

4.1. Choose the right sporting events

Now, our country sports on the host compete or guided by the government, and all levels of government in China on hosting sports events full of enthusiasm, ignoring the objective law of sports and city coupling development. Because of the unique objective law and city sports development resources and the environment, may cause two development does not adapt, on the one hand, sports has little influence on city economic, social and environmental aspects, on the other hand, it is difficult for the city sports development provides a good environment for development, development is facing a huge sports events the difficulties, so as to bring great pressure to the host city. In the process of city sports competitions to select the bid, according to the comprehensive economic strength of city development, system infrastructure, government management, human resources and quality of citizens, the degree of opening up conditions to choose their own development of the sports events. For example, in Beijing, Shanghai, Guangzhou and other comprehensive strong economic strength, rich human resources of the city, suitable for large-scale comprehensive sports events, such as Qingdao, Hainan, Dalian City, has the advantages of the natural environment and coastal scenery development unique, suitable for sailing, cycling and other sports events. At the same time should consider the impact of sports events on the city economy, population, society and environment, some sports has little effect on the city's comprehensive economic and environmental aspects, the local government is easily ignored, causing the government to support for the event is not enough, thus affecting the development of sports events in the local.

4.2. Urban brand marketing

With the reform and opening up, more and more cities in China have begun to step out of the country and participate in the global competition. In the increasingly fierce competitive environment, the city's core competitiveness determines the status of the city in international competition, and urban brand plays a particularly important role in the city's core competitiveness. Once the city has the right to host large-scale sports events, it will receive the attention of the global news media in the long process of the large-scale sports events from preparation to hosting. All the efforts made by the government departments for the successful sports events are easy to be publicized and promoted, which requires the government departments to strive to improve their organizational capabilities, ensure government information publicity, and increase communication and exchanges. On the other hand, by organizing sports events, the host city to the history and culture of the city, city tourism scenery, economic strength and efficient government image to the outside world on display, which will show the characteristics of the city in the world outside of the city, promote understanding. Eventually enhance the visibility of the city, and enhance the city's core competitiveness.

The city in the process of organizing sports events, not only to ensure the success of sports events held, also should advance to the city development plan, the establishment of specialized management departments, coordinate the relationship between sports and city development. Select the important elements in the city development and closely linked with sports events, grasp the opportunity to organize sports events, and comprehensively publicize and carry out the marketing of city brand.

4.3. Ensure the development of sports events

The construction and development of urban infrastructure can promote the rapid development of urban economy and society. To develop the city, we must first of all build infrastructure. Infrastructure is the foundation of urban development and embodies the level of urban construction. Only when the infrastructure is well established and the people's lives have a proper material base can urban social and economic activities be carried out smoothly. The preparation and hosting of the sport event has caused some pressure on Beijing's urban transportation. But the sports events can also be funded by both domestic and foreign funds. The government and the people will also sponsor the sports events. This is actually a kind of financing for sports events. These inputs provide funds for the transformation and construction of urban transportation infrastructure, and effectively promote the improvement and upgrading of urban infrastructure. In preparation for the event, for the protection of infrastructure construction in an orderly manner, the municipal government held...
transportation planning. First, the relevant departments to do the work to estimate the traffic flow during the event, such as the maximum traffic flow for many, this is the basis of traffic planning; secondly, according to the actual situation and the estimation results are reasonable and effective to develop long-term development plan and formulate corresponding development strategy; finally according to the long-term plan and the strategic estimate of investment funds, making the investment plan in order to achieve, with minimum investment for maximum social benefits. Only do a good job of planning of the transportation infrastructure, it can also optimize the living environment in improving traffic through sports, change the appearance of the city.

5. CONCLUSIONS

The relationship between sports events and urban development has gradually become the focus of research both at home and abroad. Different experts have studied the different aspects of sports events and urban development. This paper studies the relationship between sports events and urban development from the perspective of coupling theory. First of all, the concept and connotation of coupling in economics are expounded, and related theories are combed and expounded. On the basis of previous studies, we research the angle of the relationship between the coupling system of coordinated development of sports and city development. Finally the author puts forward some suggestions of sports events and city coupling development, including the city conditions, select the appropriate sports events; grasp the sports events of city brand marketing opportunities; accelerate the construction of the corresponding the security infrastructure, the development of the sports events; increase sports support, enhance exchanges and cooperation between government departments; strengthen the construction of city ecological system, promote the scientific development of the city.

REFERENCES