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Research into the influence of marathon on the comprehensive development of the cities holding marathon

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ABSTRACT

The cities holding Marathon in China are mostly in historically cultural famous cities and tourism cities famous both inside and outside China. According to the findings, Marathon exerts great influence on the development of cities: it may help to build healthy cities, activate the tourism industry of cities, improve the urban culture, effectively promote the nationwide body-building. Conclusions: Marathon held in cities is a social activity that may exert great influence on the cities and bring potential risks.

KEYWORDS

Marathon; Urban development; Tourism; Influence.



PREFACE

Sport has both features of social public welfare and commerce. Although in today's economic-oriented background, people are more passionate about discussing and pursuing the economic values of sports, however, in the sense of the origin of sports, social value is both the true origin and the true end. Different from other indoor sports including track and field, it may be positioned as a single sport, involving such stages as rules and procedures, competition organization, paths, voluntary services, logistics guarantee, sponsors, and TV relay operators and so on. The success of Beijing Marathon not only requires the efforts of competition judges, volunteers, and a lot of staffs, both also requires the joint efforts of such units as government, traffic and medical facilities, which increases the difficulty in the operation of games. According to statistics, at the beginning in 1981, only five Marathon games were held in China, however, in recent years, we hold dozens of big and small full and half Marathons regularly, and there are formal Marathons held almost every month. A tide of Marathon is now coming in cities of China. Now, Marathon has become the best option for promoting the cities. Marathon has a strong function of integrating the resources in the society, and has received supports from all of the circles in the society in all cities, and also brings a lot of returns to the cities and all of the participants.

BRIEFING ON MARATHONS HELD IN CITIES OF CHINA

Currently, among more than 800 cities holding Marathon in the globe, there are 36 cities in China accounting for 4.5% in the world. In the map of Marathons throughout the world, the coordinate of Marathon in cities of China was located in Beijing in 1981. Today, Marathon in cities of China has a history of 33 years' development, within which Marathon in cities of China developed quickly into a significant scale. In 1981, international Marathon was held in Beijing. Subsequently, Dalian International Marathon, Shanghai International Marathon, Xiamen International Marathon appeared successively. In recent years, Marathon in cities grew in a blow-out way, and started in both inland cities and plateau cities. In 2010, 12 Marathons were held, and 22 in 2011, 33 in 2012 and up to 44 in 2013.

Today, the influence of Marathon in cities grows increasingly, and are increasingly popular with the major cities. Every year, Marathons occur both in new cities and old cities. Cities promotes urban civilization, shows urban styles and features as well as spreads urban culture by virtue of Marathon as a platform. Many cities are trying to establish Marathon as their name cards and a brand, among which Xiamen is the most successful city holding Xiamen International Marathon, and has been an example to be followed by other cities. In addition, China Olympics Lingpao (Beijing) Sports Management Co., Ltd, the Marathon operator of Beijing, firstly introduced a new operation model "running for the benevolence" into China, taking the lead in associating benevolence with Marathon in cities.

Marathon is not only a mass-involving and socially influential spectator sport, but also a booster for improving the urban management level, the cultural content and the urban cohesion. Marathon events in cities are growing year by year, and the number of runners is also growing throughout China from big cities to small cities, from plains to plateaus, from costal areas to mainland. According to statistics, thousands and even tens of thousands of people participate in Marathons in every city, and it is really a great mass-involving sport event. As the slogan "let Marathon be a lifestyle" advocated by Xiamen International Marathon, Marathon has exerted increasing influence on the people's life and has become a lifestyle, which is both fashionable and healthy.

MARATHON EVENT PROMOTES THE COMPREHENSIVE DEVELOPMENT OF CITIES HOLDING MARATHON

Marathon events may improve the fame of a city and promote the development of a city

Sport is an important constituent in the social carrier of a city, and also a miniature of the development of a city, and above all, a window to show the city to others. Without a doubt, Marathon will surely be affected by the development level of the cities, and has a requirement for both good weather and climate, and the geographical environment of the city, and high development level of economics and culture of the cities. Accordingly, Marathon may not only increase the control over urban planning, but also promote the urban construction.

Compared with other big sport events, Marathon is unique for its unique charm in terms of centralized display, high integration, open operation, and has become an effective way for promoting cities, improving cities' fames. All of the aspects of a city including city scene, geographic environment, cultural atmosphere, urban modernization, the spirit outlook of citizens, and others are shown before the audience in both China and the world, and plays a great role in promotion. In addition, Marathon provides a platform for others' learning about the city and improves the fame and influence of the city. It can be seen that Marathon plays a very important role in promoting the influence of the cities and accelerating the urban construction.

Enriching the cultural content of cities Promoting the construction of mental civilization

By exploring and improving the Marathon culture, the citizens' participation and cohesion, the citizens' civil quality and spirit are improved, and the construction of spirit civilization of cities. "Challenging myself, Going beyond the limits,

Being firm and indomitable, and Never give up" is the essence of Marathon spirit, and "Never stop" is the permanent core value of Marathon. Marathon is a part of urban construction and the life of the public, and its spirit connotation and core values are integrated with urban history and culture, and it is helpful for bringing pride and centripetal force to citizens, enriching the historical and cultural connotation of cities. Accordingly, the significance of urban Marathon has far gone beyond the scope of sport, and is an important part of construction of spiritual civilization, and the path designed based on the cultural landscape of cities provides the best opportunity for relieving ourselves, returning to the nature, promoting the harmonious coexistence between the human beings and the nature. In the long-term Marathon, the sportsmen encourage and help each other, and the passionate volunteers, audience, and sportsmen on both sides of the path keep pursuing a common never-stopping dream. The Marathon going beyond the nations, races, skin, relief spreads the humanistic worldview of "Peace, friendship, unity, and advances".

Marathon may improve the social economic benefits, and promote the comprehensive development of cities

As Marathon comes to China, the social-economic benefits that mass-involving sports bring to locals will increasingly appear, and brand and competitions complement to each other, when a brand is successfully associated with a successful competition, it is a good thing to benefit both without doubt. The quality and influence of Marathon, in itself, must be improved to get more capital investment from the brands so that Marathon may have more money to improve its power. However, some brands also like to be associated with sport competitions, in particular funding some specialized competitions. They are willing to invest more funds on improving their fames and reputations.

The economic benefits brought by Marathon are firstly the ones directly associated with sport industry, such sportswear, sporting equipment, bodybuilding consumption and so on; secondarily the indirect economic benefits brought by its effects on associated industries, such as the tourism, the traffic transportation industry, the hotel service and catering services and so on.

According to the data from Xiamen Statistics Bureau, the first Xiamen International Marathon to the tenth Xiamen International Marathon brought up to 1.072 billion Yuan of direct sales revenue to Xiamen. During the three-day Marathon in Xiamen in 2012, Xiamen had received about 203 million Yuan in total. During the three-hour competition, up to 100 thousand people gather around the main venue, and more than 200 thousand people came to Xiamen including those watching the Marathon, and those coming to Xiamen and around Xiamen for one-day sightseeing. The one-day sight-seeing audience brings more than 11.2 million Yuan of revenue. Marathon is integrated with the urban development to bring healthy effects and economic benefits on a win-win basis, and promote the comprehensive development of the society. The cities holding Marathon reinforce the integrated economic development of the areas by virtue of the games such as the Marathon to promote the gathering of people, resources, information and capital, thus getting more projects and introducing more foreign funds.

CONCLUSIONS

Marathon is a stage that fully shows the culture of a city and embodies abstract culture in the most vivid, typical and lively way. Large-scale widely-involving deeply-influencing Marathon is a festival of the city, and its effect is helpful for bringing the strong pride to the cities and forming the centripetal force inside the cities, and showing the historical and cultural development features of cities to people outside the cities. By closely associating Marathon with the construction of the urban brand, Marathon economics is formed, which keeps driving the industrialized, branded and internationalized development of cities holding Marathon. Through Marathon, the cities show a great image and reputation to the world, expand their influence, and it is a driver to drive the scientific development of the cities and a very important carrier for constructing a harmonious society.

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