

# ***Analysis of the Impact of International Event Organizations on the Level of National Sports Development***

**Yinuo Zong<sup>1,a,\*</sup>**

*<sup>1</sup>Shenzhen Oriental English College, Shenzhen, 518128, China*

*a. 13310870426@163.com*

*\*corresponding author*

**Abstract:** The increasing prominence of international sporting events has coincided with a corresponding rise in their capacity to facilitate the advance of domestic sporting activities. The paper aims to explore the specific impact of international sports events on the level of national sports development. Through the comprehensive use of research methods such as literature review, case study and data analysis, it digs deeper into official reports, academic papers, and statistics of sports events, with a view to revealing the multidimensional impact of international events on sports development. The results show that international sports events have a beneficial effect on the advancement of sport in the host country. Specifically, in terms of infrastructure development, the hosting of events has prompted countries to increase investment in stadiums and training facilities, leading to a boom in the construction of advanced venues. In terms of talent cultivation, international events provide athletes with a platform to compete with world-class players, inspiring them to improve their competitive level, thus promoting the improvement of the national sports talent selection and training system. In addition, international events promote the dissemination of sports culture and the popularization of national fitness activities. In short, the study provides sport policy makers and administrators with concise and may help them to consider these factors in future event planning and management.

**Keywords:** International Events Organization, National Sports Development, Influencing Mechanisms, Policies and Strategies, Challenges and Responses.

## **1. Introduction**

In the realm of sports, international sports events have been on a remarkable growth trajectory in recent years. Much of the current research focuses on the economic impetus of mega-events and the role of international events in promoting sports culture and sports talent development. However, there are still research voids, particularly in understanding the long-term and sustainable impacts of international events on national sports development, as well as how to enhance the organization and management of international events to optimize their benefits. This study focuses on the impact of international sports event organization on the level of national sports development, aiming to explore the mechanisms by which international events promote the training of sports talents, the improvement of infrastructure and the development of the sports industry, as well as the challenges and opportunities that international events bring to sports management. By utilizing a combination of in-depth case studies, literature reviews, and data analysis, this research seeks to provide valuable

insights and suggestions for optimizing the organization and management of international events, thus promoting the sustainable development of national sports. This study is of great significance for the future development of national sports, enabling countries to better prepare and respond to potential trends and challenges in the field of international sports events.

## **2. Definition and Classification of International Sports Events**

### **2.1. Definition of International Sports Events**

International events, organized by authoritative international sports organizations such as the International Olympic Committee (IOC) and the Fédération Internationale de Football Association (FIFA), are large-scale sporting events that take place on a global scale. These events attract top athletes from around the world and have significant global impact. Characterized by their global nature, high level of competition, standardized rules and procedures, and professional organization, international events are more than mere sports competitions. They serve as important platforms for promoting international understanding and cooperation, showcasing athletic excellence, fostering national pride, and advancing global sports development [1]. These events often require substantial infrastructure investments from host countries, potentially leading to long-term economic and social impacts. They also provide opportunities for cultural exchange and can sometimes play a role in international diplomacy. Participating athletes continue to improve their skills through scientific and systematic training, while a team of professional referees ensures the fairness of the competition. Fundamentally, international events are the pinnacle embodiment of global sports competition and cooperation, and an important venue for demonstrating the spirit of competitive sports.

### **2.2. Main Classifications of International Sports Events**

International sports events can be classified into several main types, and these classifications reflect the organization of the event, and reveal its function in the global sports ecology. In particular, comprehensive games, such as the Olympic Games and the Asian Games, cover multiple sports and bring together athletes from different countries. These events are a demonstration of sportsmanship and help promote international exchange and cooperation. Individual sports events, including the tennis Grand Slam and the FIFA World Cup, focus on showcasing the top level of a particular sport and often become the signature event of that sport, which is of great significance to the global promotion and development of that sport. Professional leagues such as the NBA and the English Premier League, known for their commercialized operations and media coverage, have created a unique market for professional sports that attracts large numbers of spectators and sponsors. Finally, youth and amateur sporting events, such as the Junior Olympics, aim to develop a new generation of athletes and promote the development of basic sports. These categorizations not just demonstrate the diversity of international sports events, but reflect their crucial role in bolstering social-cultural and economic development and national image-building [2].

## **3. Impact Mechanism of International Events on National Sports Development**

### **3.1. Infrastructure Construction**

Infrastructure construction is a critical aspect of hosting international events. Hosting such events often requires a high level of infrastructure to support them, including stadiums, transportation, and accommodation, which leads to increased investment in infrastructure development, improves the quality of events held, and facilitates the upgrading and improvement of local sports facilities. For instance, the 2018 Winter Olympics in Pyeongchang, South Korea, resulted in the construction of the

Pyeongchang Olympic Stadium, which was built for the express purpose of hosting the opening and closing ceremonies at a cost of \$109 million. Moreover, the event prompted the upgrading of existing transportation infrastructure, including the expansion of the Incheon International Airport and the construction of a new high-speed rail line connecting Seoul to Pyeongchang [3]. Similarly, the 2014 FIFA World Cup in Brazil led to the construction of the Estádio do Maracanã in Rio de Janeiro, which was renovated to meet the requirements of the tournament at a cost of \$600 million. In addition, the event spurred the development of supporting facilities such as transportation and accommodation, including the expansion of airport capacity and the construction of new hotels and inns. This illustrates the significant investments in infrastructure construction that can result from hosting international events.

### 3.2. Sports Talent Cultivation

Sports talent cultivation is a key aspect of international events. Countries invest in talent cultivation to achieve good results in competitions. China, for example, has established a comprehensive talent cultivation system, which includes the selection and training of high-level athletes, as well as the training of coaches and other professional talents. China's Olympic training program has produced many world-class athletes, including Olympic champions such as Liu Xiang and Sun Yang. The United States also has a well-established sports talent cultivation system, which has produced many world-class athletes. The US Olympic Committee provides financial support and training facilities to athletes, allowing them to focus on their training and preparation for international competitions. The US Olympic Training Center in Colorado Springs is a world-class training facility that provides athletes with access to top-notch coaching and training equipment. Australia and the UK have also made significant investments in talent cultivation. Australia's Institute of Sport provides athletes with access to world-class training facilities and coaching, as well as financial support and medical services. The UK's Olympic training program has produced many world-class athletes, including Olympic champions such as Mo Farah and Jessica Ennis-Hill. In terms of coach training, Germany and Japan have made significant investments. In particular, Germany's Olympic training program provides coaches with access to world-class training facilities and coaching education programs, allowing them to develop their skills and expertise. Japan's Olympic training program has produced many world-class coaches, including Olympic medal-winning coaches such as Takeshi Ushijima [4]. This illustrates the different approaches that countries have taken to cultivate sports talents and achieve success in international events.

### 3.3. Sports Culture and Fitness for All

The impact of international events on sports culture and fitness for all is an important phenomenon. These events not only provide a platform for sports competitions but also serve as a carrier for the dissemination of sports culture. Through the hosting of international events, the promotion and popularization of sports culture can be promoted, the enthusiasm of the people for sports can be stimulated, and the development of national fitness campaigns can be promoted. For instance, the 2012 London Olympics is a prime example of how international events can promote sports culture. The event's slogan, "Inspire a Generation," aimed to encourage young people to participate in sports and adopt a healthy lifestyle. The Olympics also featured a cultural program that showcased the diversity of British culture, including music, dance, and art performances, which helped to promote the integration and development of sporting cultures and to improve sportsmanship and values through the event. Another example is the 2018 Pyeongchang Winter Olympics, which promoted Korean culture and traditions through various events and activities. The Olympics featured a cultural program that included traditional Korean music and dance performances, as well as exhibitions of

Korean art and crafts [5]. This helped to promote the development of sports culture and encouraged people to participate in sports activities. In terms of promoting national fitness activities, the 2014 FIFA World Cup in Brazil is a notable example. The event's slogan, "All in One Rhythm," aimed to promote a healthy lifestyle and encourage people to participate in sports activities. The Brazilian government also launched a national fitness program, "Bring The Moves," which aimed to promote physical activity and healthy eating habits among the population. This demonstrates how international events can advance the development of sports culture and national fitness activities, emphasizing the significance of these events in promoting a healthy lifestyle and encouraging participation in sports..

## **4. Policies and Strategies of International Event Organizations**

### **4.1. Policy Background of International Event Organizations**

The policy background of international event organizations plays a crucial role in the hosting and development of events. National policy support is an essential guarantee for the successful hosting of international events, including financial support, tax incentives, land policies, and infrastructure development. For example, in hosting the 2008 Beijing Olympics, the government provided 20 billion yuan (about \$2.9 billion) in financial support, tax breaks for event organizers, and land for the construction of Olympic venues. In addition to national policy support, international sports organizations also play a critical role in ensuring the fairness and impartiality of events. These organizations have formulated rules and standards to govern the hosting of events, including guidelines for event organization, management, and competition rules. Countries must abide by these rules and standards in order to host international events [6]. For example, when hosting the FIFA World Cup, countries must comply with FIFA's rules and regulations, including those related to stadium construction, security, and ticketing. The rules and standards of international sports organizations ensure the fairness, impartiality, and safety of events. They also provide a framework for event organizers to follow, which helps to ensure the success of the event. It can be found that national policy support and the rules and standards of international sports organizations are essential for the successful hosting of international events. They provide a framework for event organizers to follow and ensure the fairness, impartiality, and safety of events.

### **4.2. Strategic Planning for National Sports Development**

The strategic planning for national sports development is a crucial foundation for guiding national sports development. International sports organizations, such as the IOC and the FIFA, developed long-term development strategies that prioritize the growth of sports globally. The IOC's Olympic Agenda 2020 aims to promote the Olympic Movement and increase participation in sports globally. The agenda includes initiatives to increase the number of women and youth participating in sports, promote a culture of sport and improve infrastructure. The Forward Development Program, a FIFA initiative, is designed to enhance the infrastructure and capacity of national soccer associations, increase participation in the sport, and promote the development of a soccer culture. To achieve these goals, international sports organizations work closely with governments, non-governmental organizations, and other stakeholders to develop and implement development strategies. These strategies are tailored to the specific needs and context of each country and region. Cooperation between the government and non-governmental organizations is key to successful strategic planning. It is recommended that the government provide policy support and resource guarantees, while non-governmental organizations leverage their unique advantages and actively engage in the organization and management of events [7]. By working together, international sports organizations can achieve their development goals and promote the growth of sports globally. Effective strategic planning is

essential for the long-term success of national sports development, and international sports organizations play a critical role in this process

## **5. Challenges and Responses of International Event Organizations to the Level of National Sports Development**

### **5.1. Main Challenges Faced**

International event organizations do face a number of challenges while promoting national sports development. Among them, the economic burden is an important factor that host countries must consider. Hosting international events requires large-scale capital investments in venue construction, event organization and athlete accommodation, which are often substantial and may put pressure on the economy of the host country. Socially and culturally, international events attract large numbers of tourists, which can have a significant impact on local communities. Sudden increases in population can lead to traffic congestion, increased environmental stress, and strains on public service systems. In addition, while intercultural interactions can enrich people's lives, they may also pose challenges in terms of cultural adaptation and social integration. For example, research on the factors influencing the willingness to communicate across cultures in large international sporting events points to the fact that large international sporting events, with their widespread international attention, are valuable opportunities for the external communication of culture and city image. These challenges highlight the complexity of organizing international sports events and underscore the need for comprehensive planning and consideration of the long-term economic, social and cultural impacts on the host country. It would be beneficial for cities to leverage international events as a means of enhancing their influence, establishing a comprehensive publicity system, exploring their cultural attributes, shaping their brands, and promoting their quality. These challenges illustrate the intricate nature of organizing international sporting events and emphasize the necessity for meticulous planning and consideration of the long-term economic, social, and cultural impact on the host country [8].

### **5.2. Coping Strategies and Suggestions**

In order to respond effectively to the challenges posed by the organization of international events and to ensure that their positive impact on national sports development is sustained, States need to adopt a comprehensive range of strategic measures. This includes strengthening the planning and management of events, ensuring that budgets are allocated appropriately and avoiding wasted resources. Meanwhile, close cooperation with international sports organizations is indispensable, which can help attract more support and resources and enhance the international impact of the event. In addition, encouraging the participation of non-governmental organizations is also an effective way to boost the efficiency of event organization and social participation. Through the development of the sports industry, economic efficiency can be improved and the financial burden reduced, while promoting the diversification of the sports industry. From a cultural standpoint, it is of paramount importance to foster a greater awareness and literacy of sports culture among the general public, as well as to facilitate a more harmonious interaction between sporting events and society at large. This will undoubtedly lead to a significant enhancement in public support and participation in sports events [9]. The willingness to communicate cross-culturally in large international sports events plays an important role in enhancing the international influence of the events. Thus, exploring and understanding the mechanisms of cultural communication in these events is crucial to enhancing the event's cultural communication efficacy. Meanwhile, an in-depth study of the long-term benefits brought by international events can provide support for urban development and the enhancement of international discourse [10]. In light of the considerable financial commitment to international events, it is imperative to adopt a long-term perspective. For example, Qatar's World Cup not only meets the

needs during the tournament, but serves as an opportunity to modernize and transform the country's economic structure. This strategic vision helps to ensure that the investment in the event brings long-term social and economic benefits.

## 6. Conclusion

This paper reveals the important impact of international sports event organization on national sports development. The organization of international sports events can enhance national image, promote infrastructure development, train sports talents, and promote sports culture and fitness for all. These organizations play a key role in advancing the sustainable development of sport, thus exerting a considerable impact on policymakers, sport administrators, and researchers. The study emphasizes the need for strategic planning to maximize the benefits of international events. Future research should explore the specific mechanisms by which these organizations influence national sports development, including the role of emerging markets in shaping the global sports landscape. Key areas for investigation include the influence of emerging markets, the role of international events in promoting sustainability and social responsibility, economic and cultural impacts on hosts, and the relationship with sectors such as tourism, education, and culture. Further research in these areas will provide a more comprehensive understanding of the complex dynamics and help develop effective strategies for leveraging international events to promote national sports development.

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