

Analysis of the development of China's marathon race -- Taking the Jing Zhou International Marathon as an example

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Abstract: In the report of the Nineteenth National Congress of the Communist Party of China, it was clearly proposed to speed up the construction of sports power. At present, marathon has shown a blowout trend in China. Marathon, a national fitness campaign, has been entrusted with important tasks in promoting urban economic development, promoting the improvement of infrastructure and public management capabilities, and responding to the call of sports power. How to make the marathon desalinate the interest-driven, return to the essence of the movement, prompt the development of modern urban economy, and rationally use and integrate urban public resources is the focus of this paper.

1. The present situation and existing problems of Marathon in China

1.1 Marathon shows good circulation

According to the relevant data, due to the strong support of local governments, the media has strengthened the exposure to sports, people's health awareness has been raised and the threshold for entry equipment for marathons has been low. Since its introduction in 1959, Set off a constant "marathon fever". By 2017, there had been 1100 marathons and related events, with nearly 5 million contestants. [1] it can be said that the country has more than 10 marathons a month in different cities. The improvement of economic level has not only led to the variety of marathon forms, but also increased the variety of styles, such as parent-child running, makeup running, professional running and so on. Area of crowd participation. Also make mini marathons, vertical marathons, half marathons, full marathons and other content with the times, eye-catching. At the same time, the marathon combines local culture and urban style, and the mascot's emergence highlights strong local characteristics. The mascots of the 2012 Lanzhou International Marathon, "Blue" and "Rose Doll" [2], in 2015, Ningbo International Marathon mascot-Yongbao, 2018, Jingzhou International Marathon mascot-Milu deer. In recent years, the mascot design lively and lovely, strong affinity, sunny upward. It's not just satisfaction. The sense of appeal, with the popularity of major sporting events, they have been transformed from paper design to actual economic profits. Marathon-related sports equipment has clearly become a big cake for the sports consumer industry. Therefore, the marathon development prospects are broad, has the inestimable economic booster potential.

1.2 The apparent drawbacks of marathon

In recent years, there are still many deficiencies in the right to host the events in our country, in terms of the region and the brand of the events. Marathon running needs perfect hardware and soft sports equipment, strong resource coordination ability, professional operation organization and management. From the registration of the China Athletic Association, only Xiamen, Yangzhou, Shanghai, Beijing and Lanzhou have the right to host. As can be seen, the regional distribution of marathon in China is uneven, showing a phased trend of development. Strong political color, serious social phenomenon, impetuous spread to marathon. The marathon spirit that never stops tends to be ignored, while investors focus more on economic effects. If the spirit is not passed on, the atmosphere of the competition will be a miasma. Moreover, the level of competition is uneven, can not really match the level of horse pull. As many cities bid for the marathon for the first time.

There are some shortcomings in communication media, line design and coordination. At present, the contradiction of our country marathon movement manifests in the total quantity to rise by a large margin, but the high-quality competition is insufficient. Many marathon events are uniform, without their own characteristics, the quality of the event is mixed. Some regular season events in our country are constantly standing still, with the idea of running the games aging, too much Copying and not keeping up with the development of the new situation is closely related.

1.3 Rationalization of registration

Jingzhou for example, 2017 Jingzhou International Marathon full registration fee is 120 yuan per person, half of the registration fee is 80 yuan per person, mini marathon registration fee is 50 yuan per person. Table 1 shows that Jingzhou is more expensive than other cities in China, but Jingzhou is only one of many cities. The Organizing Committee shall consider reducing the registration fees and formulating preferential policies to establish reasonable fees.

Table 1 individual registration fee for Chinese nationality in Jingzhou and 2017 Marathon in units: RMB)

City	Competition items and costs
Jingzhou	120, Halfway 80, Mini 50
shanghai	100, 10 km Run 60
Shijiazhuang	100, Halfway 80, Mini 50
Tianjin	100, Halfway 80, Mini 50
Pu'er	100, Happy Run 50



1.4 Urban traffic inconvenience

A marathon is bound to have a certain impact on urban traffic. Runners who have personally witnessed the Jingzhou International Marathon know that from 18: 00 on October 27, 2017, Jingma will impose traffic control on the main roads and non-motorized lanes along the track along the race. It took 24 hours to deregulate until 6 P. M. the next day, resulting in partially paralyzed traffic jams, a serious challenge for ordinary citizens, and a great demand for event organisers and city administrators. With the development of economy and society, urban management is becoming more and more delicate. We must not be careless and careless. A marathon is the key to planning ahead of time, and cannot be allowed to become a "tiresome war."

1.5 Ecological Environment is "Great examination"

In the 2013 Beijing Marathon, a huge crowd of 30000 people also posed a problem-the difficulty of entering the toilet. The uncivilized behavior of some of the contestants has repeatedly embarrassed Beima because of the limited number of mobile toilets and public toilets set up by the tournament. Many contestants along the way "local solution", the ground into a stream of urine. In the end, the marathon is not only a sports competition, but also a comprehensive test of the quality of public civilization and urban management. The "welfare" brought about by the city marathon has already exceeded a purely sporting event. How to balance the management level of city administrators before and after a race is undoubtedly an urgent task at present. The top priority to be resolved[3].

2. The influence of China Marathon on the creation of City Card: a case study of Jingzhou International Marathon

2.1 Gather domestic and foreign popularity, drive brand popularity

For Jingzhou, the marathon is like a "window", the contestants can walk in the city, the old capital of Chu, the style of the ancient city, one river, two cities and three districts ("one river" is the Yangtze River; "two cities" is the ancient city, new city; "one river" is the Yangtze River; "two cities" is the ancient city, the new city; The "three districts" are Jingzhou Economic Development Zone, Shabei New District and scenic spot along the Yangtze River. The vitality of modern city, through modern network, reveals its charm and passion to the world, which plays a positive role in promoting the city image of Jingzhou and creating the brand popularity of Jingzhou. This global movement shows Jingzhou, makes Jingzhou go to the world, brings passion and strength to the city, and makes life full of fun and surprise. One step to enhance Jingzhou's urban taste and international influence.[4]

2.2 Promoting Jingzhou City economy and Tourism Development

Sports tourism is a popular tourism new business type, it combines the physical fitness of sports with the pleasure of tourism, releasing a greater charm. [5] Jingzhou has a long history. Five or six thousand years ago, humans created primitive cultures like Tahsi culture here. Jingzhou is the birthplace of Chu culture, and its strategic position is very important. It has been the stronghold of warlords since ancient times. A marathon, boiling a city. Through the most beautiful track of "one River, two cities and three districts", more than 10000 runners and more than 20000 people or families visited Jingzhou, It has brought great economic benefits to Jingzhou.

Table 2 Summary of marathons and urban culture in 2017

city	fixture	bonding point
Jingzhou	2017.10	Ancient City Culture and Marathon
Xi'an	2017.10	Ancient City Wall and Marathon
Lanzhou	2017.06	City style and Marathon
Taiyuan	2017.09	City History and Marathon
Chengdu	2017.09	Historical and Cultural City and Marathon

Marathon is an exotic modern city, which makes it from abstract to concrete, which is conducive to the display of urban history and cultural characteristics. Drive the new engine of urban economy, let more people know about a modern metropolis, using sycamore trees to attract Phoenix, attract investment, let the city economy fly[6].

3. Future Development Prospects of Chinese Marathon

3.1 From Quantity to Quality is Direction

The rapid development of marathon in China has reached the time of transition from quantitative change to qualitative change. The management organs should provide guidance and support in the organization and guarantee of the marathon events, eliminate the uniformity of the events and the uneven quality of the events, and strengthen the supervision and management after the event. In view of the social competition, the Association should also actively formulate and improve the "Marathon Organizational Guidelines". Establish a "blacklist" system for running competitions,

implement post-competition supervision, and improve the quality of running competitions. As for the organizers of the events, China Athletics Association should encourage all localities to set up diversified events according to local conditions. Each city should match the marathon with its own city's history, culture and natural landscape, and strive to create its own city's top-quality events.

3.2 The key is to take the subway first

Organizing large-scale sports events requires not only high-standard, high-level and modern organization and management of events, but also highly developed transportation infrastructure. It can be said that the level of urban traffic development and management to a certain extent determines whether the marathon can be held smoothly and successfully completed. Traffic congestion on the ground caused by marathon is incalculable. Speeding up the construction of urban rail transit, effectively alleviating ground traffic congestion, dredging passenger flow and ensuring people's safety have significant significance. With the continuous improvement of our country's comprehensive national strength and economic level, marathon sport shows blowout-like growth, and many cities actively organize competitions, which puts forward higher requirements for event organizations and city managers, invests huge funds to build urban rail transit, optimizes urban traffic layout and resource allocation, enlarges public transport supply, and makes the competition more humane and public welfare. Through the comprehensive management of high-intensity infrastructure and traffic development, it greatly promotes the modernization of urban transport infrastructure, and becomes a catalyst to promote the healthy development and transformation and upgrading of China's marathon movement. Marathon on Line .

3.3 Running is becoming a fashionable sport popular with the whole people.

Our traditional offline marathon is often hard to get a ticket. Many runners often miss the registration date, fail to draw lots, travel conflicts and other unexpected reasons, resulting in the failure to participate in the race on time. It is against this background that the marathon will be characterized by "Internet +" in the future. Based on the advantages of the online and offline marathon race, the marathon will cover all the runners in the online and offline sectors, making the running more free and promoting the all-round development of the Chinese marathon. "Internet +" has injected new vitality into the marathon. Compared to the traditional offline events, the online marathon has broken the restrictions of the geographical and population brought by the only competition venue and the limited competition venue, so as to attract runners to participate in the event. Because of the more flexible time and way of online competition, it provides great convenience for the vast number of runners, which will effectively promote the development of marathon cause, and complement each other with urban marathon, and become an important part of our marathon culture.

4. Conclusion

At present, the marathon "hot" run continues to heat up in various cities and regions. It is close to life in the form of running, feeling interesting, so that people have a strong sense of bringing. Become a glue to strengthen the cohesion between people, countries, and even countries. Judging from the speed and scale of its development, the brand value and economic value brought about by the marathon are inestimable. At the same time, its regional culture and unique urban style not only provide a platform for communication and exchange, but also demonstrate the perfect combination of the Chinese nation's splendid culture and modern civilization. Marathon as a large sports activity, the advantage In the implementation of the National Fitness Plan and the improvement of the people's physical quality. It is a booster to promote the development of urban economy, politics and culture to modernization. A marathon can promote the city's taste and international influence, as a carrier of cultural communication, promote the city's cultural transmission and development. To promote the rapid development of urban sports is of vital importance to the overall development of the city. With the continuous development of our country's comprehensive national strength and the level of urban economy, with the concept of people-oriented and scientific development taking root

in the hearts of the people, the marathon movement will certainly have greater development and better prospects. [7] We have reason to believe that, Only. Improve the current marathon mechanism, will derive more benign situation, to achieve real multiplier effect.

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