

## FEATURES OF EVENT MANAGEMENT: ORGANISATION OF MASS SPORTING EVENTS IN CHINA

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Presently, mass sports events have garnered broad attention, with the organization of such events emerging as one of the most efficacious methods to embody the construction of a healthy China. This article delves into the development of mass sports events in China through a comprehensive review of scholarly sources and categorical analysis, aiming to canvas a retrospective on its developmental trends and an examination of both the present state and prospects. The philosophy of public fitness has permeated every facet of daily life, and the study of the evolution of mass sports events contributes to the deepening engagement of society at large, the refinement of organizational strategies for such contests, enabling a more scientific cost estimation, personnel allocation, and management, thereby facilitating the conduct of popular sports events that resonate with the masses.

**Keywords:** mass sports events; public fitness; public activity.

## ОСОБЕННОСТИ УПРАВЛЕНИЯ СОБЫТИЯМИ: ОРГАНИЗАЦИЯ МАССОВЫХ СПОРТИВНЫХ МЕРОПРИЯТИЙ В КИТАЕ

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В настоящее время массовые спортивные мероприятия привлекли большое внимание, и организация массовых спортивных мероприятий стала одним из наиболее эффективных способов воплощения здорового строительства Китая. Благодаря всестороннему обзору и классификационному анализу академических источников в этой статье подробно рассматривается развитие массовых спортивных мероприятий в Китае, с тем чтобы проанализировать тенденции их развития и изучить их статус - кво и перспективы. Философия общественного фитнеса проникла во все аспекты повседневной жизни, и изучение эволюции массовых спортивных мероприятий помогает углубить участие всего общества, усовершенствовать стратегию организации таких соревнований и достичь более научной оценки затрат, укомплектования штатов и управления. Это способствует проведению популярных спортивных мероприятий, которые резонируют с массами.

**Ключевые слова:** массовые спортивные мероприятия; общественный фитнес; общественная деятельность.

The concept and significance of mass sports events. With the ascendancy of economic development and the enhancement of the living standard, the significance of elevating health status has become increasingly salient in people's hearts. Various sporting events are not merely activities for athletes; they have become an essential entree to the popular participation in national physical fitness initiatives.

1. The concept of mass sports events encompasses a broad spectrum, encompassing national, regional, and even community-level and village-based events. Through the perusal of scholarly literature, this author has gained a more profound understanding of the term "mass sports events". The term "mass" refers to the entity involved being the public, encompassing all save those with professional expertise in sports. The "sports events" delineate the activities encompassed, including a myriad of modern sports such as basketball, soccer, and baseball, as well traditional physical endeavor like wrestling and martial arts. In consideration of the physical exertion involved, they exclude singing, painting, and poetry events [1]. In essence, mass sports events embody a form of recreational exercise that engages the public, aimed at achieving certain competitive objectives.

By engaging in mass sports events, the common folk are not only bestowed with the opportunity to receive accolades and boost their physical stamina but also augment their social circle, diversify their leisure activities, thereby fostering a harmonious progression of both mind and body.

2. Organizing mass physical activities is immensely significant for both the nation and society. The execution of mass sports events mirrors the national call for athletic and cultural infrastructure construction, holding significant influence in propelling the evolution of the popular sports cultural sector and in advancing the legacy of athletic culture [2]. This significance is grounded in the galvanizing influence of sports events on the nurturing of individual spirit, fostering the core values of socialism with Chinese characteristics and the spirit of the nation. The collective sports contests have emerged as an essential instrument in fostering the rejuvenation of cultural identity.

The current state of the popular sports events in China. Presently, the significance of comprehensive physical activity among government organizations and departments is escalating rapidly. In conjunction with the popularization of mass media platforms such as TikTok and Sina Microblog, the public's interest in communal sports events is also on the rise.

Yet under the ravages of the pandemic, a multitude of mass sports events have been forcefully suspended, resulting in substantial economic and resource damage. The public's physical and mental well-being has suffered a profound blow, necessitating a vigorous exercise regimen to bolster health and engage in social interaction. With the resurgence of the economy and the rejuvenation of

the public's physical condition, a wave of sports competitions has swept across the entirety of the nation. On January 5, 2024, the Beijing Physical Culture and Sports Commission convened a sports meeting, boasting that over 33,000 events had been organized in Beijing for the year of 2023, including the Fourteenth National Health Fitness Day, Disc golf tours, and Countryside Basketball Tournaments, among others. Furthermore, this winter has witnessed numerous popular ice and snow events, including the eighth Annual General Public Snow Sports Festival and the mass ski competition [3].

In recent years, the concept of comprehensive health promotion has progressively ascended to the strategic heights of national endeavors, with the construction of a Healthy China. The organization of mass-participation sports events is elevated in professionalism, with the augmentation of cooperative competitive events among regions bolstering the potency of innovation in event management, further refining the framework of public physical infrastructure services.

Trends in the development of mass sports events in China

1. Based on the nation's actual circumstances and historical context. Practice determines understanding, and the policy of China's mass-based sports events is perpetually adjusted in accordance with the national context, employing policies and strategies congruent with the nation's various stages of development. In the inception of the PRC, the nation was confluent with internal and external adversaries, necessitating the vigorous establishment and stability of its regime. At the same time, robustly fostering production to resolve the fundamental grievances of daily life. The principal function of mass sport events lies in the training of the populace, in augmenting the ability to resist adversarial forces, and in response to the labor demands inherent in material production. With the advent of economic growth, this demand has gradually faded. Since the advent of reform and opening-up, particularly in recent years, the concept of public fitness has been proposed, and the nation has increasingly prioritized the construction of a healthy China. A multitude of community-based sports events has emerged, generating popular enthusiasm.

2. The mass sport events refer to the "root" competitions [4] engaged the local society's capital, characterized by locational, celebratory, nationalistic, and self-preservative traits [5].

3. Diversification of development. The emergence of new athletic contests burgeoning continuously, with mass sports activities progressively diversifying in direction. Skateboarding, rock climbing, and frisbee have emerged as the emblem of popular sports activities; moreover, the competition format has evolved into a kaleidoscope of diversity, affording the general public an array of choices and unique experiences in their engagement with athletic events; furthermore, a burgeoning number of mass sports contests targeted at specific

communities is slowly encouraging diverse segments of the population to partake in activities that are tailored to their individual needs, thereby epitomizing the event's inclusive ethos.

The prospects of mass sports events

1. The clarification of China's future developmental goals for mass sports events is of paramount significance for the construction of a healthy China. First and foremost, mass sports events can augment the physical fitness of the common folk and enhance their spiritual visage. Participating in mass sports events enables the public to effectively adopt a fitness culture, thereby elevating their health standards and quality of life. Subsequently, the future public events will be far more diversified. The times are advancing, and so too are the populace's needs, making innovation increasingly evident in the conduct of these activities. Furthermore, the competition shall bolster the sports sector's emergence as a burgeoning force in China's economic expansion and catalyst [6]. The construction of sports civilization shall enhance social harmony, enrich the core socialist values, and better serve the socio-economic development of the country.

2. By employing certain measures, one augments the standardization of event organization and management within sports competitions. First and foremost, adhere steadfastly to the principle of valuing the people at the forefront. What is beloved by the masses and cherished by society is truly what is needed by the heart's true requirement. Enhance the documentation of event activities; they should be full of spirit and conductively impact the physical and mental well-being of the public. Avoid any events that harm the common good; conduct none but those that enhance the well-being of the public. In constructing a collective sports event platform within communities and rural hamlets, we aggregate the public's demands, hearken to the suggestions of the common folk, and truly bring the popular sports events to fruition. Subsequently, establish a systematic sports events-centric information system and think tank, collating substantial data, incentivizing the public and scholars to pen research reports encompassing aspects such as resource management, organizational integration, and progress processes, thereby gradually elevating the event's administrative standard. Once more, embark upon a plethora of thematic competition activities, such as winter ice and snow competition, cultural and tourism rock climbing contest, and the infusion of intangible cultural heritage into the mix. These endeavors bolster the innovative progression of mass sports events and afford them new vitality.

In conclusion, the popularization of sports events has traversed seven decades of evolution since the advent of New China, providing substantial support to the social progression of our nation, fostering a rich cultural foundation for sports in our society, and enhancing the overall physical health

and mental resilience of the masses. Participating in mass sports events has become an stylistic living mode, and it will play a more important role in the future.

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