

## **A Brief Analysis of the Influence of the 2010 Guangzhou Asian Games on Guangzhou Sports**

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<p>2010 Guangzhou Asian Games also was a great comprehensive sports event in China after 2008 Beijing Olympic. The Guangzhou Asian Games not only across-the board showed the development level of competitive sports in China and Guangzhou but also offered a rare opportunity to develop Guangzhou mass sports. Therefore, it was necessary for us to analyze and discuss the impact of the Asian Games on the mass sports in Guangzhou, and look for what is the positive influence of Asian Games on the development of mass sports in Guangzhou. To make theoretical analysis and guidance for Guangzhou to build a strong sports city and build a famous sports city in Canton. This thesis was shown construction of sports facilities in Guangzhou, Understanding of national fitness in Guangzhou, the perfection of sports laws and regulations in Guangzhou and reserve of sports human resources in Guangzhou by data method and documentary study and used this four points to embody the important aspects of sports in Guangzhou.</p> <p>Summary:</p> <ol style="list-style-type: none"> <li>1. 2010 Guangzhou Asian Games promoted the increase of sports facilities in Guangzhou. More and more native were willing to spend abundant money and much time on sports or sports event. This was the reason why this Asian Games could make many opportunities for Guangzhou or China sports strategy which could offer considerable advantage as well.</li> <li>2. The 2010 Asian Games strengthened Guangzhou people's understanding of mass sports and affected Guangzhou citizens' sports behavior. There were many people got a new understanding on health also offered lots of development of way for Guangzhou mass sports.</li> <li>3. 2010 Asian Games promoted the human resources of Guangzhou mass sports development, promoted the population of mass sports and number of sports organization as well. At present, Guangzhou's population of sports people were arrived 58.8%. There were 9000 sports facilities for morning exercise or evening exercise in Guangzhou. About 18 thousand sports organization and fitness group covered the whole Guangzhou.</li> </ol>	
<b>Keywords:</b> Guangzhou Sports, Asian Games, sports influence.	

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# 1. Introduction

## 1.1 Background

“Sports for all” was presented by the father of modern Olympic Games “Coubertin” in 1919. Nowadays there is not any culture type can compare with mass sports in degree of participation and duration and Scope of influence. Mass sport not only promotes someone health, builds up people’s health but also enriches people's material life and cultural life. To promote social productive forces and stabilize society play a key role. Mass sports and competitive sports made up modern Olympic movement and mass sports is the foundation of modern Olympic. If modern Olympic without mass sports, like the fish leave the water. With society development, there is much spare time in our life. Because the international organization and law more and more perfect mass sports also become more popular.

Social environment security: From world war two, there was a great change happened in the development of world economy. Especially, popularization of computer network technology citizen daily life happened a great change also the health consciousness was improved. On the other hand, due to life pressure, quick pace and all kinds of troubles took different level of threaten to the people. For example, vascular disease, diabetes and obesity a series of “civilization disease” always perplexing our health and there was an ageing of population in some country. All this provided the social foundation was important for the rise and development of mass sports.

Time guarantee: With development of science technology and improvement of social production efficiency, people have much spare time for develop an interest in sports. There is a great opportunity for developing mass sports in nowadays society environment. Mass sports which are called “second Olympic movement”, with its flexible, diverse, rich and easy to accept form, it has gradually entered the field of vision and become a part of people's life, it is favored by people. Leisure time people will choose sports, investment in health; "spend money to buy health" consumption concept has been accepted by most people.

Improvement of organization and laws and regulations: The International Olympic Committee set up mass sports committee under the pressure of international mass sports in 1980s. We should devote ourselves to enlarging the scope of mass sports activities, exploring the new development road of mass sports, seeking a new balance of mass sports, and satisfying the reasonable wishes of the masses and everyone in an all-round

way. "The 1st International Congress of Mass Sports was organized by the Mass Sports Committee of the International Olympic Committee in 1986. The slogan 'Everyone has the right to participate in sports' was put forward." ( Xiong dou yin, 2000). Countries around the world have also put forward relevant laws and measures to adapt to their own characteristics, improve national quality and develop mass sports in line with their national conditions and the trend of mass sports development and the establishment of specialized agencies. For instance, the USA spent a lot of human resources and money for formulating in the report of "Healthy people in 2000

## 1.2 Aim of study

As early as the days of the founding of the People's Republic of China, Chairman Mao Zedong fixed the task of the whole party's sports work on the historical height of "developing sports and strengthening the people's physique". Official promulgation by the State Council "Outline of national fitness program" on June, 1995. It means that the choice and determination of the new sports road in New China, mass sports has risen to the goal of the government, and is an important measure for the development of mass sports. Since then, the mass sports in our country have developed from spontaneous, disordered, and seriously inadequate venues and facilities. It is a milestone in the history of Chinese sports that the fitness system, which is socialized, scientific and popularized, has stepped into a new stage of all-round development of mass sports in China. On August, 1995, the Standing Committee of the National People's Congress the development of mass sports and the promotion of the national fitness plan have been fixed in the form of laws, and the rights of the broad masses to participate in sports have been effectively safeguarded, thus providing a legal guarantee for the healthy development of mass sports and the comprehensive implementation of the national fitness plan. Make the healthy development of the national fitness campaign through "the sports law of people's republic of China". In 1997, 60% of the public benefit income was used for mass sports, for the path of national fitness, and for the construction of mass sports facilities, which provided a strong economic foundation for the development of mass sports. The promulgation and implementation of a series of laws and regulations, such as "social sports instructor rank system", have pointed out the direction for the development of mass sports.

Especially, the 2008 Olympics not only gave lots of honor for China but also gave a rare opportunity for China. On September 2008 at the Beijing Olympic Games, the Paralympics Games summary recognition conference. General Secretary Hu Jintao announced to the world that "China has successfully entered the ranks of the world's sports powers, starting from a sports power to a sports power." (Hu jintao, 2008) This showed that with the successful hosting of the Beijing Olympic Games and the Paralympics Games as the symbol, China's sports industry had completed the historical task of building a sports power and had begun to enter the building of a sports power. Under the background of Building a powerful Sports country, Guangzhou received a hard task that hold the sixteenth Asian Games. There was a chance for Guangzhou to develop sports industry. Large-scale events had far-reaching and obvious influence on the political, economic and cultural development of the host city, especially on the development of sports, especially mass sports. To meet the increasing sports needs of the masses was not only related to the development of sports in China, but also an important part of

building a harmonious socialist society and building a socialist spiritual civilization. Therefore, It was necessary for us to analyze and discuss the influence of the Asian Games on the mass sports in Guangzhou, to sort out the positive influence of the Asian Games on the development of mass sports in Guangzhou. In order to build Guangzhou as a "strong sports city".

## **2. Theoretical framework**

### **2.1 Content of Thesis**

The influence of the Asian Games on mass sports was direct and far-reaching. It also had influence of Major Sports events on the Development of Mass Sports in a country or region. Generally, reflected in the national or regional facilities of stadiums and stadiums, Sports cognition and sports behavior (sport population, sports organization, Development of sports activities), sports law, Sports human resources.

1. The stadiums and gymnasiums, as the material guarantee for the successful hosting of the Asian Games and the solid foundation for the prosperity and development of mass sports, will bring convenience to the general public in the Asian Games.

2. The Asian Games, the most influential, the largest and the largest number of participants, was held in Guangzhou. What kind of impact will the Asian Games have on people's sports awareness and behavior in Guangzhou?

3. Whether the Asian Games will promote the improvement of Guangzhou mass sports laws and regulations is the fundamental guarantee for the development of mass sports.

4. Human resources are the most flexible, dynamic and potential elements of productive forces. The enrichment of human resources in mass sports have a profound impact on the development of mass sports. What kind of influence will the



Asian Games have on the development of mass sports? All are the focus of our attention, this paper also from the above four aspects, and strive to all aspects of the Asian Games on the positive impact of Guangzhou mass sports.

Finally, on how to make full use of this rare historical opportunity to meet the increasing and diversified sports also needs lots of effort, the prospect of Guangzhou's mass sports development is optimistic.

## **2.2 Literature Review**

### **2.2.1 The influence of Olympic Games on the Development of Mass Sports**

The successful hosting of the 2008 Beijing Olympic Games provided a model for the Asian Games to be used for reference. Guangzhou could adapt itself to local conditions on the basis of drawing on the historical experience of the Beijing Olympic Games. A series of positive measures had been taken to give full play to the effects of bidding, hosting and "post" Asian Games. The study on the influence of the Olympic Games on the mass sports also provided a way of thinking and method for studying the influence of the Asian Games on the mass sports.

“Since World War II, many countries in the world have regarded the holding of major sports events as a new power for the construction of new cities, the transformation of old urban areas, and an important strategy for the great development and prosperity of national economy, society and culture.”(Lin xianpeng, 2007) Since the historic loss reversal of the 1984 Los Angeles Olympic Games, hosting the Olympic Games had not only made the host country obtain enormous economic and social benefits, but also greatly promoted the development of its own sports. Japan and South Korea were the best examples of taking advantage of the historic opportunity of hosting the Olympic Games to effectively promote the development of sports, especially mass sports.

“After a comparative study of the successful experiences of the development of mass sports in Japan and South Korea in the post-Olympic era, combined with the actual situation in China, the author puts forward that the relevant laws and regulations should be perfected in the post-Olympic era, and that the attitude towards the understanding of mass sports should be rectified. In order to promote the development of mass sports in China, we should increase sports facilities and improve the training level of social sports instructors.” (Shi Xiang, 2009)

“Taking the economic globalization as the background, this paper analyzes the opportunities and a challenge brought by the Olympic Games to the mass sports, and puts forward some thoughts on how to promote the development of the mass sports in China.” (Chen Qi, 2008)

“It is believed that the Olympic Games should be held in the area of mass sports, and the difference between the Olympic Games hosting countries in sports, often depends on whether the host country can take advantage of this opportunity to effectively promote the development of mass sports and school sports.” (Lu Yuanzhen, 2003)

“The influence of Beijing Olympic Games on the development of mass sports in Beijing is studied from the aspects of the government sports policy, the formulation of laws and regulations, the construction of national fitness system, the guidance of Olympic propaganda to the mass sports activities in Beijing, and the concrete situation of the mass sports activities in Beijing.” (Qin Mei, 2010)

“This paper reviews the forming process of the coordinated development strategy of mass sports and competitive sports in China, and points out the problems in the light of the actual situation in China, and puts forward some suggestions for their coordinated development, such as adjusting the train of thought of the relevant departments of the sports government. Attach importance to sports competitions, etc.” (Ye Baohua, 2010)

The bid and hosting of the Olympic Games have aroused the attention of the whole country and attracted the attention of people all over the world. From this, we can see that our country attaches importance to the development of Olympic sports and mass sports. The research on Olympic Games and mass sports is relatively comprehensive.

It provides a theoretical basis for the study of the influence of the Asian Games on the development of mass sports in Guangzhou.

### **2.2.2 The influence of Asian Games on Guangzhou's economy, Politics and Culture**

Since Guangzhou won the right to host the 16th Asian Games in 2010 in 2004, the relevant studies of the Asian Games have also been carried out.

“This paper discusses the necessity and feasibility of hosting the Guangzhou Central Asian Games, and thinks that hosting the Asian Games will promote the development of the sports industry chain, the construction industry chain, the commercial and service industry chain, the information industry chain and the transportation industry chain in Guangzhou.” (Wang Guizhong, 2004)

“From the analysis of the impact of the Olympic Games on the economy, it is pointed out that the hosting of the Asian Games will inject new vitality into the economic development of Guangzhou; while demonstrating its charm as an international metropolis, our national spirit will once again be exhilarated. As a cultural phenomenon, with the spread of the Olympic spirit, Guangzhou's cultural market has become more prosperous.” (Wang Runping, 2004)

“This paper first analyzes the impact of large-scale sports events on the economy, and then discusses the impact and role of the Asian Games on the economy of Guangzhou. It is considered that the hosting of the Asian Games has both direct and indirect effects on the economy of Guangzhou.” (Zhang Baohua, 2005)

“This paper analyzes the impact of hosting the Asian Games on Guangzhou's economy, society and sports. The impact on sports is mainly reflected in three aspects: strengthening the public's sports consciousness, promoting the improvement of sports technology and promoting the development of sports science. He also briefly analyzes India. The experiences and lessons of Thailand, Korea and other host countries put forward some countermeasures for the first Asian Games.” (Li Wanghua, 2004)

“This paper analyzes the present situation of the construction of major venues in Guangzhou. Although the construction of large-scale comprehensive sports facilities has formed, the number of community fitness facilities for all has steadily increased.

However, the contradiction between the increasing sports demand and the relative lack of sports facilities around the community is still prominent, and the development of each district cannot be balanced. Taking the Asian Games as an opportunity, we should further include public sports facilities in the overall planning of urban construction, properly allocate service facilities, make full use of the function of stadiums and gymnasiums, and intensify the construction of sports facilities in the old urban areas. To create a good atmosphere of Sports Culture and strengthen the exchanges of Community Sports Culture” (Tang Lixu, 2009)

“It is believed that the successful hosting of the 2008 Olympic Games in Beijing provides a model for the Asian Games. From the perspective of "harmonious Asian Games", "Economic Asian Games", "Humanistic Asian Games", "Science and Technology Asian Games" and "Green Asian Games", this paper discusses how the Asian Games will affect the political, economic, scientific and technological, cultural and urban environment of Guangzhou. The comprehensive benefits of the development of urban construction and sports cause are put forward.”(Hui Yan, 2010)

In summary, most of the studies focus on the influence of the Asian Games on the politics, economy and culture of Guangzhou and on the construction and utilization of the stadiums, but the influence of the Asian Games on the mass sports in Guangzhou is not involved. Nowadays, with the construction of a strong sports city in Guangzhou, the development of mass sports is related to the sustainable development and social stability of Guangzhou sports.

From the above analysis of the impact of the Asian Games from different angles, we can see that, the influence of the Asian Games on Guangzhou's politics, economy and culture, as well as the related research on the construction and utilization of the stadiums and gymnasiums has made certain achievements. It basically reflects the current situation and lays a foundation for future research. However, from the current research literature, Guangzhou proposes to build an international sports city and a strong sports city on the basis of the successful hosting of the Asian Games. Under the background of national fitness entering a new stage of development, the research on the influence of Asian Games on the development of mass sports in Guangzhou has not been involved. The influence of the Asian Games on the economic development of the host city or even the country is obvious, and the influence on the development of sports, especially mass sports, is even more far-reaching.

With the help of the research model of the influence of the Olympic Games on the mass sports, this chapter will investigate the influence of the Asian Games on the mass sports in Guangzhou, analyze the positive influence on the development of the mass sports in Guangzhou, and make a theoretical analysis for the construction of a strong sports market in Guangzhou.

## **2.3 Aim of research and research technique**

### **2.3.1 Aim of research**

Taking the 2010 Guangzhou Asian Games and Guangzhou mass sports as the research goal, this paper analyzes the influence and positive effect of Guangzhou Asian Games on Guangzhou's mass sports.

### **2.3.2 Research technique**

I got information of sports events on the Internet. for example, Olympic Games, National Games of the People's Republic of China, Asian Games and some paper about sports management. Reading the books on Olympic Games, National Fitness, Social Sports and Sports Management provides theoretical guidance and foundation for this study. Access to China's mass sports network, the official website of the State Sports Administration, the 16th Asian Games official website, the official website of Guangzhou Sports Bureau, Xinhua et al., collected information to analyze the impact of the Asian Games on the mass sports in Guangzhou.

I also used questionnaire method to collect data datum. With the help of my teacher I design the questionnaire. And the questionnaire was proved to be real and effective. Here is the condition of the questionnaire distribution:

The amount of the questionnaire	Recycling quantity	The percentage of the recycling quantity	valid quantity	The percentage of the valid quantity
350	314	89.7%	303	86.6%

### 3. Empirical part

#### 3.1 Results and analysis of thesis

“In 1919s, the founder of modern Olympic Games makes his point that “All Sports for All”. Europe ten countries launching a campaign under the slogan of "All Sports for all" in 1964, after this event, mass sports was accepted as a conception. As an international sport slogan, mass sports are not aimed at achieving competitive results, but at improving and improving the physical health and quality of life of sports participants.” (Li Yuan, 2016)

Mass sports are also called society sports in China. When the culture of human being was born, the society sports was appeared. There are different forms of social sports in every historical stage of human society. There is a narrow sense and a broad sense of what we usually call mass sports. In a broad sense, mass sports are relative to competitive sports.

In narrow sense, we call it is mass sports. We can also express that Social sports refers to sports in other fields except school sports and armed forces sports, which are carried out by people in their spare time.

A society sport also is called mass sports in China, there are no difference between society sport and mass sports, and we just prefer call society sport to mass sports. Generally, mass sports and society sports are same things, both of them have an alike target that for building a strong body, get a good mood from sport. We use the internationally accepted term "sports for all" in this thesis.

### **3.2 The influence of Asian Games on the Construction of Mass Sports facilities**

The definition of sports facility is that a general term for stadiums and facilities in a book which named "Sports Economics". Whether major sports events have a lasting impact on the host city, the development and utilization of stadiums and gymnasiums play an important role. The early scientific planning of the venue and the effective development and utilization of the venue after the match makes the venue become a unique heritage and provide a powerful impetus for the sports development and even the economic development of the host city.

#### **3.2.1 Increase in the number of mass sports venues in Guangzhou**

Modern sports venues and supporting facilities not only showed the level and image of the city's development, but also provided a strong backing for the vigorous development of Guangzhou's mass sports.

"Guangzhou has more than 6800 stadiums and gymnasiums of all kinds, there are 240 public sports venues. Per ca-pita sports land area is number one in China, about 2.72 square meters per person."(Sui Tichan, 2015)

But these stadiums were all built in central urban areas, and there was no large comprehensive stadium in the remote suburbs. In order to hold the Asian Games successfully, the stadium and venues were more convenient for people for a long time. Before the construction of the Asian Games venues, it was decided that the layout policy of the venues should be "according to local conditions and scattered construction". The layout of the Asian Games venues was integrated with the overall development of the city and the needs of national fitness. The areas with abundant facilities were mainly rebuilt and expanded, while the newly built stadiums were mainly concentrated on areas where sports facilities were scarce or not. For example, Law Gang District, Cong Hua District. From a long-term perspective of post-match utilization, we can get lots of information or experience from some examples of successful. Historically, the Rome and Los Angeles

Olympic stadiums are typical examples of the decentralized layout and use of the venues after the games. The Guangzhou government made a farsighted plan for the 2010 Guangzhou Asian Games. With the idea of "adjust measures to local conditions, disperse layout", taking "everything for people" as the principle. Through this Asian Games has been formed a layout which a multiple center, multiple function space layout for the Asian Games venues. For example, the canton Olympic sports centre, Tian He sports center, University City sports center, Asian city and Garden Hotel contain 70 stadiums. Among them 68 stadiums are in Guangzhou. Other two stadiums distribute near the city. Because this layout per administrative area have own stadium and each venue has been well utilized.

"Table1. Guangzhou stadium distribution table (2015)"

Administrative District	Number
Yue xiu District	4
Hai zhu District	2
Li wan District	1
Tian he District	18
Bai yun District	2
Huang pu District	3
Hua dou District	2
Pan yu District	27
Nan sha District	1
Cong hua District	1
Zeng cheng District	4
Low gang District	1

To ensure the smooth running of the Asian Games, Guangzhou had invested a lot of money in urban infrastructure construction. The government set up a center in each administrative district, a network of eight urban subway tracks connecting the three major railway stations of Guangzhou station, east railway station, north railway station and Baiyun international airport, covering nearly 80% of the venues. Developed transportation facilities and environmental quality not only provided convenience for people to travel, but also made the distance in space no longer hinder people to participate in sports activities, reduce the cost of exercise, and provide the possibility for people to exercise. Of these 70



Asian Games venues, 58 were renovated and expanded, and 12 were newly built, all of which were used as permanent venues for sports teams to train and hold competitions.

“Table 2. Venue of Guangzhou Asian Games(2011)”

Type	Old stadium	New stadium
Number	58	12

There are 38 comprehensive stadiums in Permanent stadiums make up 57% of total venues. These comprehensive venues can serve the majority of people because of their complete functions and facilities, and have become the focus of attention after the Asian Games venues. How to make these people around the stadium after the Asian Games really play a service role for the people.

### **3.2.2 Utilization of Asian Games venues after Competition**

“Post-match utilization of large venues has always been the focus of attention. Whether large-scale events can have a sustainable and positive impact on the economic development of host cities depends on the level of development and utilization of venue resources after large-scale events.” (Lin Xianpeng, 2007)

Focusing on the utilization of the Asian Games venues after the competition, the Guangzhou Municipal Government had determined the core purpose of "making the Asian Games venues benefit the public", and had taken a series of measures to gradually promote the use of the Asian Games venues after the race.

“Guangzhou has always been in the forefront of national fitness. Our country's first national fitness path was set up in the Tianhe Sports Center, according to Guangzhou People's Daily, "as of November 8, 2011, Tianhe Stadium, one of the earliest venues used after the Asian Games, has reached 35. 5% in a one year after the Asian Games. Among them, 50, 000 people entered for fitness exercises, with an average of nearly 1000 people per day, a record high. The Tianhe Sports Center, with its own geographical advantages, provides people with visual enjoyment of watching competitions, performing arts, and so on. The most important thing is to provide people with fitness places and to build a platform for national fitness. . Tian he Sports Center for the Asian Games venues after the use of play a leading role.” (Guangzhou People's Daily newspaper, 2011)

In addition, the "Asian Games Community Plan" not only inspires the enthusiasm of people to participate in sports activities, but also improves the living environment and quality of life of the community, and improves the sports infrastructure through the dissemination of knowledge of the Asian Games. The Hai Zhu District Sports Center, which hosted the rattan ball competition of the Guangzhou Asian Games, was opened to the public after the game after the government's full transformation, and became a national fitness center in Hai Zhu District. The results of the Asian Games benefited hundreds of thousands of nearby residents. After the Asian Games, many communities in Guangzhou have become the real "Asian Games communities". More people can enjoy the fitness facilities brought by the Asian Games at home. At present, after a long period of discussion and research, the "Guangzhou Asian Games venues after the use of the overall plan" has been officially announced for the community. The scheme clearly points out that the utilization after the Asian Games should adhere to the public welfare, on the basis of adhering to the public welfare, depending on the market operation means, the development and utilization of stadiums and gymnasiums resources, and the realization of sustainable development.

“On the basis of the overall plan, the municipal and district public sports venues will then be reviewed and the "The Belt and Road" plan will continue to be pushed forward, and the utilization of the Asian Games venues after the competition will be further promoted, and efforts will be made to create a national fitness and leisure platform.”(Guangzhou People's Daily newspaper, 2011)

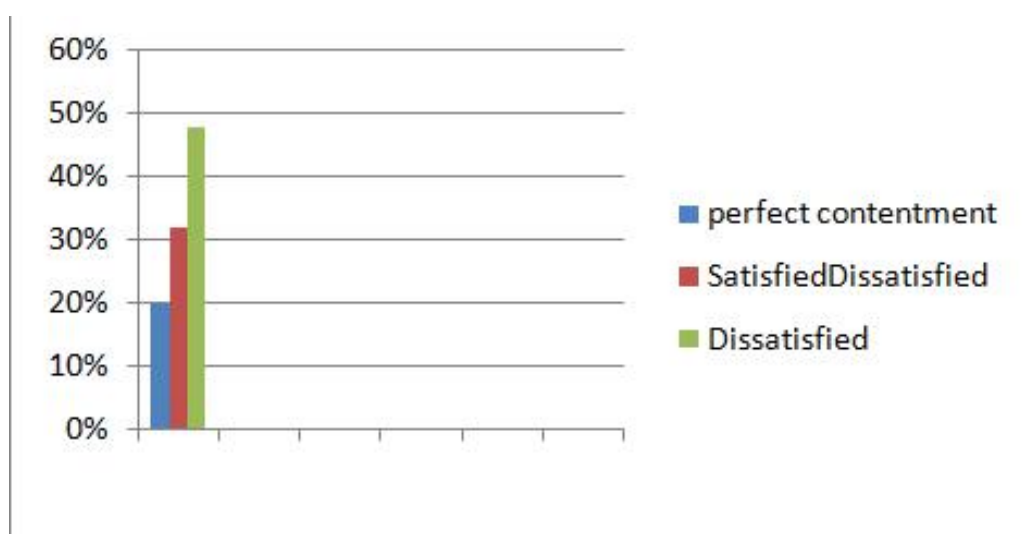
“According to statistics, after the Asian Games, Guangzhou has 18 thousand physical training places, more than 1.6 thousand national fitness path, the masses morning

exercise, late practice more than 9000 places. The allocation rate of community sports facilities is more than 95%, and the per ca-pita area of public sports land is about 3.08 square meters, which exceeds the national target of establishing civilized cities.” (Du Juan, 2010)

From the perspective of Guangzhou residents, how do they view the specific impact of the Asian Games on sports facilities? I randomly distributed 50 questionnaires, 45 returned, 90 percent recovery, 45 valid questionnaires, and 90 percent efficiency. Of the 25 residents surveyed, 48 were men and 52 were women. The results show that 52% of the residents think that the physical training environment has changed after the Asian Games, and they think that the sports venues around them have been improved after the Asian Games. The level of public sports services has been improved, with 60 per cent of the residents serving the surrounding venues and 32 per cent of the residents at present The surrounding environment of the sports venues is satisfactory, 48% of the residents are not satisfied with the environment of the venues, and only 20% of the residents are very satisfied with the surrounding venues.

**Table3**

**Bar chart: Result of Satisfaction of stadium**



Although the government attaches great importance to the issue of the Asian Games venues, in order to make the Asian Games successful for the benefit of the public, the Asian Games venues have made all kinds of efforts and attempts to improve the training environment around people to a great extent. Sports venues and facilities have been improved and public sports services have been improved. However, the results are not satisfactory from the actual situation. People are not very satisfied with the surrounding venues and environment. They really let the Asian Games venues benefit the public. We still have a long way to go to meet the growing material, cultural and spiritual needs of the masses.

### **3.2 The influence of Asian Games on the Sports knowledge and behavior of Guangzhou people**

The Asian Games left 70 stadiums. These venues are well laid out and equipped with facilities. For us, this is a great fortune. The expansion of the Asian Games stadiums and the increase of the number of venues can effectively enhance the enthusiasm of the citizens.

“The 2010 Guangzhou Asian Games is another large-scale comprehensive international games held in our country after the 2008 Olympic Games. The scale of the Games, the number of participants, the far-reaching social impact, will cause people to pay attention to sports again. Raising the attention of some people to sports, thus directly promoting the development of mass sports”(Zhang Liping, 2007)

#### **3.3.1 The influence of bidding and hosting Asian Games on people's knowledge of Mass Sports, knowledge of Health, and forms of Mass Sports**

The successful bid for a large-scale event cannot be achieved without the recognition and support of the host city or even the whole country. There is a great change happened in 2010. Because more and more Chinese know about what is the Asian Games and

Increase number of citizen can participated in this great sports event. A great sports event can promote the development of urban economics. Guangzhou will become more and more famous after the 2010 Asian Games. The Asian Games provides a new source of power for the development of mass sports in Guangzhou and becomes a milestone in the history of mass sports in Guangzhou.

The sports population of Guangzhou has reached 42% in 2004. Since the successful bid for the Asian Games in 2004, it has aroused people's passion to participate in sports again. As well as the public opinion media concern and vigorously propagandizes, directly affects the Guangzhou citizen's sports understanding and the sports behavior. In order to expand its influence, the host city will actively advocate more citizens to actively participate in sports activities, let more people understand sports, love to participate in sports, and make more Guangzhou people become internationalized "sportsmen". In order to attract more people to promote the Asian Games, participate in the Asian Games, support the Asian Games, the Guangzhou Municipal Government, the Sports Bureau and local sports organizations, take the Asian Games as an opportunity. Set off a nationwide welcome to the Asian Games, the launch of national fitness activities upsurge.

"The positive publicity of scientific fitness knowledge and general knowledge of Asian Games, and the holding of scientific fitness lectures, all constantly teach the public new health concepts and scientific fitness methods." (Guangzhou daily newspaper, 2010)

Mass sports are the opportunity to take advantage of the Asian Games into the hearts of the masses, deeply rooted in the people. Apart from promoting Asian Games knowledge, fun running and other Asian Games promotion activities to increase people's knowledge of fitness, attract people to participate in sports competitions, and enhance their enthusiasm for participation, they also take advantage of the opportunity of the relay of the Asian Games torch to spread the message of "welcoming the Asian Games." The idea of creating a new life, such as mass fitness, only takes the theme of "welcoming the Asian Games and creating a new life" as the theme. The number of city-level group activities has reached more than 480, and the number of participants is more than 15 million. More and more people are participating in the national fitness activities. The greeting of "it is better to invite people to eat than to sweat" has become a greeting. For the fashion of Guangzhou citizens, Guangzhou citizens have formed a sunny and healthy way of life, civilized and harmonious spiritual style.

“According to the results of the survey, 75 percent of the respondents think that the Asian Games has increased their sports common sense, while 66.7 percent of the respondents said that their health knowledge has increased. The Asian Games made 60.4 percent of the residents exercise more in the month, and 62.5 percent of the residents said that the number of cultural and sports activities held and the number of people taking part in physical exercises in the area had increased after the Asian Games. 62.5% of the residents said that the concept of sports consumption has changed, in which the concept of sports consumption has changed. The increase in sports consumption accounted for 73.3%.” (Wang Guizhong , 2004.)

After years of unremitting efforts, Guangzhou has formed a national famous Spring Festival Sports Flower Fair, the midsummer crossing of the Pearl River, the Golden Autumn 10,000 people climbing, New Year's Day 10,000 people walking and other brand mass sports activities, the sports population is nearly 60. The slogans, famous sayings and the mass media have provided a good social environment and laid a solid foundation for the extensive development of mass sports. From government officials to ordinary people, from organization to individual, mass sports activities are as hot as tea, fully showing the people's strong demand for sports. Incomplete unification in 2010, only 12 districts (county-level cities) of Guangzhou organized 3330 activities related to "welcoming the Asian Games", with an average of 277.5 events per month, in which 3.8 million citizens participated.

During the Asian Games, people can fully appreciate the friendship brought by sports by watching wonderful sports events, improving their ability to enjoy sports, and arousing sports interest and enthusiasm. The modern values, health consciousness, aesthetic consciousness, which are released and transmitted by sports, play a great role in fostering openness, self-reliance, nationality, legal concept, independent thinking and innovative spirit, and the social emotion that modern people need. Nowadays, national fitness is no longer a slogan, but a popular way of life. Although people's exercise knowledge, health knowledge and exercise programs have increased, the time and frequency of exercise have not changed. No time to take part in physical exercise has always been the primary factor affecting Guangzhou residents' participation in mass sports activities. More than 60% of the residents have no change in the time and frequency of exercise after 2010 Asian Games.

The Asian Games have greatly affected people's sports awareness and behavior, but we should also be soberly aware that the time and frequency of people's participation in sports has not increased as much as we thought. This problem deserves our attention.

The fitness walking and running-some traditional are fitness methods-are the main ways for people to take part in physical exercise. With the development of Guangzhou's modern metropolis, there are more and more fitness programs available for people to choose from.

“Some modern fitness methods such as tennis and badminton (59.2%), aerobics (32.7%), swimming (18%) and other fashionable sports are more popular.” (China sports, sports investigation, 2010.)

### **3.3.2 The influence of bidding and hosting Asian Games on the number of Sports organizations and population in Guangzhou**

#### **3.3.2.1 Sport population**

Sports population is one of the indicators to measure the development level of mass sports in a country or region, and the development of sports population is one of the ultimate goals of the development of mass sports. What is the sport population?

“Sports population refers to a social group that is often engaged in physical exercise, fitness and recreation, receives physical education, participates in sports training and competitions, and has a close relationship with sports undertakings in a certain period of time and a certain region. It takes sports as an important feature and has three basic elements: population size, population structure and population spatial distribution.”(Lu Zhenyuan, 2006.)

The sports population refers to people who regularly take part in physical exercise, who are not less than three times a week, each of whom is not less than half an hour or more.

“When Guangzhou successfully bid for the Asian Games in 2004, the sports population of Guangzhou has accounted for 42% of the total population. With the development of economy, the continuous improvement of people's living standard and the increase of leisure time, people pay more and more attention to health, more and more people begin to pay attention to sports, understand sports, participate in sports, Sports activities

become an indispensable part of people's life Part of the elderly (88.6%) like to do some traditional exercises such as jogging, Taiji and so on in the early morning, young people (86.7%) choose to do physical exercises in sports venues or gymnasiums in the afternoon and evening to relieve stress.” (China sports daily, 2010.)

Especially after Guangzhou successfully bid for the 16th Asian Games, the propaganda of scientific fitness knowledge and general knowledge of Asian Games has set off a new round of national fitness upsurge. The abundant venues and people's sports knowledge, the increase of health knowledge and so on brought by the Asian Games continue to increase the sports population in Guangzhou.

### **3.3.2.2 The influence of the number of sports organizations**

Community and grassroots sports organizations are closest to the masses, so they can best understand the real needs of the masses, which is the basis for the development of mass sports. Community and grass-roots sports organizations rely on social direct organizations to carry out various mass sports activities, such as varied and varied forms of mass sports fitness, performance, entertainment, etc., and are responsible for organizing and managing specific matters related to mass sports activities, The sports organization system is one of the most important guarantee for the development of mass sports.

Established community sports organizations, and gradually improved the city, district, street, community neighborhood committee four levels of social group management network With the successful application of Asian Games, the demand for mass sports has been increasing, and new demands have been put forward for mass sports organizations.

“As of 2010, there are more than 9000 places for Guangzhou people exercise in the morning or evening practice, various sports organizations and fitness team up to more than 18000, with a total of 16000 social sports instructors”. (21CN news, 2010)

Basically, there are many social sports instructors on the training place. They have been instructed that there has never been any national physique monitoring, and public sports services have been continuously improved and perfected, so that mass sports activities



have penetrated into every household, thus providing a solid security system for the development of mass sports activities.

Let the citizens not only enjoy the orderly management of the organization The benefits of scientific fitness also form a scientific, civilized, fashionable fitness and life concept in daily life, making scientific fitness and rich sports and cultural activities an indispensable part of the modern civilized life of Guangzhou citizens.

### **3.3.3 The influence of bidding and hosting Asian Games on the formation of Mass Sports Brand activities**

The “brand” is a term which word comes from economic sphere. What it means is a name, symbol, design, or combination of them. Its function is to identify the product or service of a selling individual or group.

Brand is an intangible asset with enormous economic and social value. At present, many cities, in order to expand their popularity and shape their city image, are committed to the establishment of a city brand, and because the influence of the brand is not only sustainable, but more important is the integration of the "native" and "national" elements in the brand.

The formation of mass sports brand activities is the product of the development of mass sports activities to a certain height, is the combination of traditional sports and modern sport development, and has a huge role in promoting the inheritance of traditional sports and the development of modern sports.

After years of unremitting efforts by the people and the government of Guangzhou, Guangzhou has already created many brand mass sports activity. For example “Spring festival sports meeting”, “Crossing the Pearl River”, “Mountain Climbing Festival”, “New Year’s marathon”. The holding of these well-known brand sports activities not only arouses the enthusiasm of the general public to participate in, become an important carrier of the in-depth development of the national fitness, but also become the place where the whole people welcome the Asian Games and the whole people join in the fitness. Guangzhou has already created many brand mass sports activities.

“The “Spring Festival Sports meeting” is a sports and cultural activity for the workers of the whole city during the Spring Festival in Guangzhou.” (Guangzhou Daily, 2010)

It is the largest and most attended sports and cultural activity during the Spring Festival. It has been held for more than 20 years. In recent years, organizers have also provided professional physique monitoring and free physique tests for migrant workers and other workers who come to participate in the sports flower fair. People also participate in physical exercise and improve their physical and mental health when they celebrate the Spring Festival and feel the flavor of the New Year.

In summer, "Crossing the Pearl River" is a traditional mass sports activities in Guangzhou. Once because of the Pearl River water pollution and other reasons, stranded for many years. In 2002, Li Changchun who is the governor of Canton said:

"When the Pearl River water is clear, we should restore the tradition of people visiting the Pearl River collectively." (People's Daily, 2002)

The Asian Games will be a window for Guangzhou to fully display its image as an international metropolis. During the Asian Games, there will be journalists from all over the world, tour groups, Asian athletes, team officials, and so on. We are taking the Asian Games as the turning point, comprehensively renovating the Pearl River water in stages and creating the brand masses such as crossing the Pearl River in the middle of summer.

"Mountain climbing Festival", the annual the 9th day of the ninth month of the Chinese lunar calendar day, is a traditional festival of the Chinese nation." (China Social Science net.)

In autumn, "Mountain Climbing Festival" is a special day in China. Climbing mountain is a necessary sports activity on that day. In order to make the masses go into nature, get close to nature, form a low-carbon and sunny way of life, and uphold the idea of "happy sports, scientific sports", the Municipal Sports Bureau organizes municipal organs, enterprises and institutions in the season of golden autumn. The students and other relevant departments need to appeal people climb the mountain. With the successful hosting of the Asian Games, it is bound to further promote the development and maturity of this large outdoor sports brand.

"New Year's marathon" is a small area of mass sports activities. This activity will be held on the first day of the year. More than 20,000 people participated in the New Year's Day long-distance running activities; for the first time, the distance of the New Year's Day long-distance running reached 10 kilometers; for the first time, the New Year's Day long-

distance running activities surpassed the Tianhe Sports Center in the busy highway.”(New Year’s marathon, 2010)

It has been more than 20 years since then. It is to fully implement the "regulations on National Fitness" and promote the activities carried out by traditional mass sports projects in Guangzhou. In particular, after Guangzhou entered the Asian Games year, New Year's Day's movement of thousands of people was a climax that set off a national welcome to the Asian Games and created a new life. Take the Asian Games as an opportunity to fully demonstrate the energetic and passionate spirit and sunny lifestyle of the general public.

#### **3.3.4 The Asian Games influences the harmonious Development between China and Foreign countries**

There must be an idea to do anything, because all work must revolve around it. Under the guidance of the idea, we will not lose our way and work towards our goal. What kind of idea to hold the Asian Games will produce the corresponding result and influence? As the idea of the 16th Asian Games in Guangzhou, "Passion and Harmony Asia" not only grasps the theme of the Asian Games, but also shows the characteristics of Guangzhou, and also expresses the good wishes of the people of Asian countries.

In terms of population, Asia is the most populous state in the world. Its rich cultural and religious resources make its sports culture unique. The characteristics of During the Asian Games, Guangzhou people welcomed 9704 athletes, 9173 technical officials and team officials from 45 countries and regions with enthusiasm, meticulous service and a healthy and civilized way of life. The Asian Games is no longer a purely sporting event. Athletes sweat on the field, coaches, technicians, etc., work hard in their own jobs.-to witness the successful holding of the Guangzhou Asian Games and to share this passionate sport, After 16 days of fierce competition, 36 countries and regions won medals and won gold medals. The area has reached 28, realized the true sense of passion event. The Asian Games fully took into account the sports events that show the strong local characteristics

of each participating country, such as Kabuki in South Asia, cricket, rattan balls in Southeast Asia, and so on. By setting up these events, make the big stage of Guangzhou Asian Games truly become Asia's sports pageant.

According to a slogan "We should constantly improve our ability to build a harmonious socialist society". This slogan was put by the fourth Plenary Session of the 16th Communist Party of China Central Committee of the party that is a government meeting. This is because the Party, in various articles of association and documents, has put the building of a harmonious society with economic and political construction. Cultural construction is juxtaposed in an equally important position. The socialist harmonious society should be a society of democracy and rule of law, fairness and justice, honesty and fraternity, vigor, stability and order, harmony between man and nature. Harmonious sports are an indispensable part of building a harmonious socialist society, and it is also the survival and development of contemporary sports itself. Need Based on the construction of harmonious society and the atmosphere of humanistic Asian Games, the concept of "passionate event, harmonious Asia" of Guangzhou Asian Games meets the needs of constructing a harmonious society and developing "people-oriented" sports culture in China. The spread of Asian Games culture not only changes people's understanding of contemporary sports culture, but also changes the content and way of constructing people's sports values. The scattered layout of Guangzhou's stadiums and gymnasiums, the expansion of public transportation network and the integration of urban natural landscape and public leisure and fitness places are the concrete embodiment of "people-oriented" sports culture.

On the other hand, in terms of the setting up of the events of the Asian Games, the Asian Games The Organizing Committee fully takes into account the advantages and traditional events of various countries and regions in Asia, and gives full consideration to the setting up of small events, so as to create conditions for these countries and regions to obtain more medals. All these events can display their unique charm on the stage of Guangzhou Asian Games, realize the reunion of athletes from all countries and regions of Asia, and realize the harmonious development of sports in Asia. It promotes the exchange of sports culture between other regions of Asia and China, provides a broad space for the development of mass sports in China, and brings Guangzhou mass sports into a new historical development period.

Asian Games as a large-scale comprehensive sports held in Guangzhou is a rare opportunity for the development of mass sports in Guangzhou. Although the Asian Games only 15 days, but the development of mass sports has played a great role. To a certain extent, the setting up of the Asian Games projects has played a guiding role in the distribution or tilt of sports resources. The Guangzhou Asian Games Committee has also attached great importance to projects that are more suitable for the general public, such as sports dance, roller skating, go and chess, and so on. By holding the Asian Games as a historical opportunity, we can make more people understand these projects and participate in them, so as to promote the mass sports in Guangzhou, Guangdong and even China.

The development of After the Asian Games, in order to inherit the spirit of Asian Games and share harmonious sports, mass sports conform to the trend of Asian Games, set up the values of "for the people's livelihood", open up and innovate, and strive to build a new system of mass sports with Guangzhou characteristics.

### **3.4 The influence of Asian Games on the laws and regulations of Guangzhou Mass Sports**

Laws and regulations belong to the superstructure. It occupies a central position in various economic and social activities. Laws and regulations play a supportive and nurturing role in the development direction of mass sports activities. The fundamental guarantee of the development of mass sports lies in the sound sports laws and regulations.

The Japan which is in the forefront of the development of mass sports in the world, and South Korea have respectively taken the Olympic Games as an opportunity to promulgate and implement a series of laws and regulations. In the form of legislation, with the help of the effect of the Olympic Games, Japan has made every effort to promote the development of mass sports. Some achievements have been made. The mode of development of mass sports is formed in a certain political, economic and cultural background, and it is in line with the national conditions of various countries. The bid for and hosting of the Tokyo Olympic Games has greatly promoted the development of mass sports in Japan, which has become a reality.

Although he made good achievements in the 1964 Tokyo Olympic Games, he did not well in track and field. Swimming and other sports that require physical strength do not perform very well, and .F athletes are obviously at a disadvantage compared to their European and American counterparts. The Olympic Games have made the whole nation of Japan aware of the importance of national health and physical strength. In order to completely change the health and physical condition of the people after the Olympic Games, the government promulgated the "measures to improve National Health and physical strength", the national sports for improving health and physical strength in the whole country.

“This was followed by the introduction of the basic Plan for the Universal Revitalization of Sport in December 1972 and the publication in November 1989 of the Plan for the Revitalization of Sport for the 21st Century, in September 1997, The Ministry of Education and Education issued the "Plan of Health Education and physical Education Revitalization in the Future to improve physical and Mental Health throughout the Life", which further led the mass sports to a scientific and systematic development track.” (Guo Ruihua, 2005)

This series of laws and regulations and the promulgation of policies, greatly promoted the development of mass sports in Japan. It can be said that the development of mass sports in Japan has reached such a high level, to a large extent, thanks to the above-mentioned series of laws and regulations promulgated and implemented.

South Korea achieved unprecedented good results in the 1988 Seoul Olympic Games, greatly inspiring the national self-confidence of Korean people, arousing people's enthusiasm for sports, and popularizing sports to be carried out more extensively. The South Korean government seized this rare historical opportunity and formulated the "Sports Revitalization Plan" to promote the position of mass sports and promote the steady development of mass sports.

“In order to make the preparatory process of the Asian Games a process of promoting the great development and prosperity of the mass sports in Guangzhou, and of raising the awareness of the masses of sports, actively participating in the fitness of the whole people, and sharing the achievements of sports, Also for the vigorous development of mass sports to create a good social environment and conditions.” (Xu Ruisheng, 2010)

Taking advantage of the Asian Games “Dongfeng”, Guangzhou's first local sports regulations "Guangzhou regulations on National Fitness" were promulgated and

implemented on August 8, 2010. The regulations are respectively from five aspects: fitness activities, fitness facilities, fitness protection, and legal responsibility.

To ensure the legal rights and interests of citizens in the national fitness activities, and to make the development of mass sports in Guangzhou The standardization, institutionalization and legalization not only provide legal guarantee for the work of national fitness, but also point out the direction for the healthy development of mass sports.

### **3.5 The influence of Asian Games on Guangzhou Mass Sports Human Resource Reserve**

Peace and development are the theme of the world today, but the competition is everywhere. The competition in today's world seems to be the competition of economic strength, the competition of science and technology, in the final analysis, the competition of human resources. Human resource is a special and very important resource relative to natural resources, which is the most flexible, dynamic and potential factor of productive forces.

Human resources refers to the sum of the labor capacity of the population in a country or region, which can promote the social, political, economic, cultural development, human progress and human progress. Sports human resources refer to the sum of all intelligence and mental labor ability which can promote the development of sports inside and outside the sports system. This article specifically refers to social instructors, volunteers and athletes who promote the development of mass sports.

#### **3.5.1 The influence of Social instructor on society.**

The development of mass sports cannot be separated from the guide. Social instructors are propagandists, leaders, organizers and mentors of mass sports, who propagate scientific fitness knowledge, teach fitness skills, organize and direct fitness activities, and make people exercise more scientifically. It is an important factor to promote the

development of mass sports. The important guarantee of public sports development depends on the quantity and quality of social instructors.

In June 1999, only 1016 people were qualified as social sports instructors in Guangzhou, including 11 at the national level, 121 in the first class and 247 in the second class and 637 in the third class, which constituted a stable form of the Great Pyramid.

“Before the Asian games, the number of social sports instructors in Guangzhou was small. The education level of social sports instructors is generally low. The social sports instructors with higher education level accounted for 34.9% in all the social sports instructors. There are 31.2% of social sports instructors in Non sports professionals.”  
(Sports Journals, 2001)

The development level of mass sports in Guangzhou has always been in the forefront of our country. The first national fitness path of our country was settled in the Tianhe Sports Center of Guangzhou, but the overall social sports instructor in our country started relatively late. The system of social sports instructors has been initially established and the training management is not perfect. Although the social sports instructors in China have developed in recent years, they are far from being able to meet the needs of people in terms of "quality" or "quantity". There are still large gaps.

In the new century, especially with the success of the Asian Games, Guangzhou has set off a popular welcome to the Asian Games, launched a mass sports fitness upsurge, and increased the number of sports instructors in Guangzhou. The Guangzhou Sports Bureau takes the Asian Games as an opportunity, with the strong support of the relevant national and provincial departments, to gauge the situation, seize the opportunity, vigorously develop the contingent of social sports instructors, improve the quality of the team, and optimize the rank structure of the team.

We have organized training work for social sports instructors at the first and second levels for many times, carried out in depth the work of "selecting excellent social sports instructors" and "one social sports instructor at one activity point in a community". Strive to have a social sports instructor in each community or every activity point, so that more people can understand the fitness knowledge under the guidance of the social sports instructor. Increase the sports population; promote the healthy and rapid development of mass sports. As of October 2010, Guangzhou Daily reported that Guangzhou has 16000



social sports instructors, with an average of about 20 social sports instructors per 10,000 people, ranking among the top cities in the country.

### **3.5.2 The function of the volunteers to Asian Games and the mass sports.**

Without the selfless dedication of volunteers, there would be no successful hosting of the Asian Games. As current IOC President Jacques Rogge said: volunteers are the cornerstone of the Olympic movement. As a special team, volunteers have become an important part of the current large-scale event organization system, which is an important guarantee for the success of large-scale events.

Since the emergence of volunteers in the Olympic Games in 1896, many volunteers have been shuttling through the Olympic Games. With the development of modern society, the scale and influence of the Olympic Games have been continuously expanded. Volunteers are playing a more and more important role in the Olympic Games. The team is getting larger and larger, the number is increasing, and the service mode also has simple measures such as the guidance of a small number of people at the beginning. It has developed to provide various kinds of professional work now.

Such as language translation, participation in logistics support, provide professional technical support, etc. For the successful hosting of the Olympic Games, this huge system project provides a variety of, necessary, The corresponding human resources, the unpaid and selfless nature of volunteer work, have saved a lot of money for the Olympics, greatly reduced the cost, reduced the economic pressure on the host country, and, on the other hand, volunteers have provided people with enthusiasm. Considerate quality service makes people from all over the world feel the civilization of the host city or even the host country, and experiences its unique foreign culture, so that people can communicate more freely and harmoniously. The non-utilitarian service of volunteers also weakens the sense of competition and tension brought about by Olympic competitive sports, and draws closer the distance between the Olympic Games and people. The existence and development of volunteers have huge economic and social values.

The successful hosting of the Doha Asian Games is inseparable from its "national volunteer" campaign. Qatar, as a small and unknown country in West Asia, has a population of more than 2 million and Doha has only more than 200,000 people. In order to hold any event, a certain amount of manpower is needed, and the Asian Games, such an international comprehensive event, need a lot of manpower to participate in it. Faced with the serious shortage of human resources, the Doha Asian Games Organizing Committee carried out extensive and in-depth volunteer outreach work and mobilized the residents of Doha as potential volunteers. After three years of careful preparation, the number of last volunteers signed up was significantly higher than the number of volunteers. It is expected that the successful hosting of the Doha Asian Games will provide a guarantee of human resources.

"The Guangzhou Asian Games, the Asian Disabled Association recruited a total of 59 volunteers, taking the Guangzhou area university student as the main source, at the same time the extensive absorption Guangzhou citizen, the whole country each place masses, Hong Kong, Macao and Taiwan compatriots, overseas Chinese and the international friend and so on various circles personages and so on" (Official website of Guangzhou Asian Games, 2010)

"Together, more wonderful," the slogan of the Asian Games volunteers shows the call to all the volunteers who wish to participate in the Asian Games and serve in the Asian Games. The promotion, selection, training, testing and other series of work for the early stage of the Asian Games volunteers were launched in 2009.

"There are 97.8% of the volunteers passed the training examination in 2011." (The volunteer of Guangzhou Asian Games net)

In order to ensure the successful completion of the work during the Asian games, the volunteers not only passed before the Asian games the above series of strict learning and training and also carried out a number of practices.

"There are 60,000 Asian Games volunteers distributed in the various venues, independent training grounds, etc., for the Asian Games 500,000 city volunteers are distributed in the streets of 12 districts (cities), go deep into each district and city volunteer service sites, park scenic spots, etc., in the "dedication, fraternity, mutual assistance," Guided by the Asian Games concept of "passionate pageant and harmonious Asia", the spirit of "Progress" provides all-round, professional and enthusiastic volunteer service to visitors from all directions." (Guangzhou Asian Games volunteers general reading, 2010)

Volunteers have mastered the relevant knowledge of the Asian Games and sports competition and have a certain ability to deal with the problem of handling problems, virtually for the large-scale sports events in the future a large number of work and service staff. For the host city Volunteers with several Asian Games experiences offer huge potential for the development of mass sports in the city.

The volunteers for the Guangzhou Asian Games are mainly students from universities and colleges in Guangzhou, whose age ranges from 18 to 25 years old. They have higher cultural literacy and are easy to accept new things. In close contact with the Asian Games, they fully appreciate the indomitable fighting spirit of the athletes. Feel the charm of sports, osmosis; learn from the indomitable spirit of athletes, as well as the spirit of the Olympic movement. Become a potential sports consumer, potential sports culture talent.

The Asian Games can not only further promote the economic and political construction of Guangzhou, but also promote the construction of spiritual civilization in Guangzhou, further enhance the civic civilization, courtesy and other qualities. Guangzhou citizens and college students actively participate in the volunteer team of the Asian Games. Through the influence of voluntary service and the practical experience during the Asian Games, the professional volunteer service system is gradually formed and perfected in Guangzhou, which is one of the main spiritual heritages left to the host city by large-scale sports events. Nowadays, volunteer service has become beautiful scenery in Guangzhou and a new fashion in Guangzhou.

### **3.5.3 Star effect and volunteer service of athletes attract more people to pay attention to sports and participate in sports activities**

With the vigorous development of various sports, sports stars in various fields have emerged one after another, from "alien" Ronaldo, "Tiger Woods" to the domestic small giant Yao Ming, diving queen Guo Jingjing, etc. Sports stars do not lack people in almost every sports month, especially after the 2008 Beijing Olympic Games, athletes appear in

public places as endorsements, sports brands, project promotion, etc. First, the star effect can make people in a country or region pay attention to this sport and form a strong sports atmosphere. Secondly, due to the psychological conformity of people, sports stars undoubtedly become the best and fastest promotion of the project.

The outstanding performance of Chinese athletes during the Asian Games has not only aroused people's national pride, self-confidence, but also aroused the enthusiasm of people to participate in sports. The Asian Games, held in Guangzhou, provide local residents with the opportunity to get in touch with Asian Games stars at close range, and their exemplary role can inspire people. Especially for young people, the role of Asian Games stars is the most attractive to teenagers. In the process of star worship, teenagers have a stronger tendency of idolatry, and then stimulate and improve the interest of teenagers in physical exercise. We have to admit that Yao Ming once had a profound impact on our generation, becoming basketball Ming Star "Yao Ming" dream accompanied by how many people grow.

The Asian Games also produced football Rong Zhixing, badminton Guan Weizhen, Xie Xingfang, Table Tennis Liu Shiwen, which we are familiar with; these "star figures" in Guangzhou on football, badminton, the vigorous development of these sports around us plays an inestimable role. Sports stars also volunteer as well as volunteers. Go to the streets, pass on the idea of health and fitness, promote fitness programs, and attract more people to pay attention to sports, participate in sports.

#### **4. Prospect of mass sports in Guangzhou**

For the post-competition utilization of stadiums and gymnasiums, from the angle of formulating policies and macro-control departments, we should take the Asian Games as an opportunity, take advantage of the post-Asian Games effect, and pay close attention to the historical opportunities for the development of sports undertakings. Increase public financial investment in mass sports, optimizes the allocation of sports resources, and further improves the ability of public sports services. If the government can pay for the public sports venues for the public to attract more people to participate in public sports activities.

From the point of view of the operators of the stadiums and gymnasiums, we can consider competitive sports performances as a priority area of development, give full play to the

economic and social benefits of the stadiums and facilities, on the one hand, solve the economic problems of the utilization of the stadiums after the competition. On the other hand, the advantage of competitive performance can attract residents and make more people become potential venue consumers and mass sports participants.

The Asian Games has become the history of the past, but the influence of the Asian games has gradually changed our daily life. The spiritual value created by the Asian games remains in everyone's mind. We should continue to take advantage of the Asian Games, vigorously inherit and carry forward the spirit of the Asian Games, sharing harmonious sports.

Establish brand consciousness, continue to develop traditional and modern brand sports activities, form a sports activity system of "one district and one brand", give full play to the role of organization and management of sports organizations and form organizational networks; To develop and strengthen the contingent of social sports instructors and volunteers for national fitness, to establish a national physique monitoring station, to provide comprehensive protection for the scientific fitness of the public, to further improve the construction of laws and regulations, and to increase investment in mass sports. Guangzhou has formed a complete national fitness system which has Local characteristics.

## **5. Discussion**

1. The 2010 Guangzhou Asian Games promoted the increase of sports facilities in Guangzhou. More and more native are willing to spend abundant money and much time on sports or sports event. This is the reason why this Asian Games can make many opportunities for Guangzhou or China sports strategy given considerable advantage as well. With the development of economy, the continuous improvement of people's living standard and the increase of leisure time, people pay more and more attention to health, more and more people begin to pay attention to sports, understand sports, participate in sports, Sports activities become an indispensable part of people's life.

2. The 2010 Asian Games strengthened Guangzhou people's understanding of mass sports and affected Guangzhou citizens' sports behavior. There are many people got a new understanding on health also offer lost of development of way for Guangzhou mass sports. With the development of Guangzhou's modern metropolis, there are more and more fitness programs available for people to choose from. With the successful application of Asian Games, the demand for mass sports has been increasing, and new demands have been put forward for mass sports organizations.

3. The 2010 Asian Games promote the human resources of Guangzhou mass sports development ,promoting the population of mass sports and number of sports organization as well as. At present, Guangzhou's population of sports people were arrived 58.8%. There are 9000 sports facilities for morning exercise or evening exercise in Guangzhou. About 18 thousand sports organization and fitness group cover the whole Guangzhou. The standardization, institutionalization and legalization of Asian Games not only provide legal guarantee for the work of national fitness, but also point out the direction for the healthy development of mass sports.

4. The development of After the Asian Games, in order to inherit the spirit of Asian Games and share harmonious sports, mass sports conform to the trend of Asian Games, set up the values of "for the people's livelihood", open up and innovate, and strive to build a new system of mass sports with Guangzhou characteristics. The Asian Games can not only further promote the economic and political construction of Guangzhou, but also promote the construction of spiritual civilization in Guangzhou, further enhance the civic civilization, courtesy and other qualities.

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## Appendices

### Questionnaire

#### 1. Personal Information

(1).What is your name?

(2).What is your E-mail address?

(3).what is your age?

A.18-30   B.31-40   C.41-50   D. over 51

(4). what is your favorite sports and when do you usually play it?

A. Jogging      B. Tai Chi      C. badminton      D. Basketball      E. Swimming  
F. other sports      \_\_\_\_\_

#### 2. The impact of the Asian Games on you.

(1). Does the Asian Games affect your enthusiasm for sports?

YES

NO

(2). did the Asian Games change the number of exercises you exercised every week?

YES

NO

(3). did the Asian Games have any effect on your sports consumption?

YES

NO

(4). did the Asian Games have any impact on your daily life?

YES

NO

(5). Do you think the sports facilities around the Asian Games have improved after the Asian Games?

YES

NO

(6). Do you think the public sports service has been improved in the Asian Games?

YES

NO

(7). Are you satisfied with the sports venues around you now?

YES

NO

(8). Are you satisfied with the sports environment around you now?

YES

NO