

Development and Utilization of College Sports Resources in Hosting Large-scale Sports Events

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Abstract: After a large-scale stadium is held, it will generally be put on hold or as a tourist attraction, maintenance and so on, all need to invest a lot of manpower and material resources. This paper studies and analyzes the sports resources of well-known colleges and universities in China through literature and logic analysis. The results show that colleges and universities generally have good sports venues, and they have abundant human and material resources. How can we make large-scale sports events and college sports? The combination of resources can not only improve the visibility of the school, but also reduce the waste of resources. This paper puts forward some opinions on how to make better use of the resources of colleges and universities, and hopes to play a reference role in the hosting of large-scale sports events.

Keywords: Large-scale sports events; colleges and universities; resources.

1. INTRODUCTION

Since the successful hosting of the Beijing Olympic Games, it has shown that China's comprehensive strength is constantly increasing. In the course of these large-scale sports events, there are actually many colleges and universities involved. Some of them provide technical support, and some provide colleges with support for the venue. The participation of these colleges and universities has made the situation of the original complex sports events simple and clear. This is a reasonable resource integration, and the resources that were temporarily idle in the university are used for large-scale sports events, especially for some experts and High-tech technical talents, large-scale sports events provide them with a good platform, they can use their own knowledge to overcome one problem after another, this is a kind of exercise, this opportunity is very valuable. The participation of colleges and universities in the construction of competitions can also enhance the visibility of their schools and allow more people to appreciate the characteristics of local universities in the city. This is an overall trend in the development of large-scale sports events in the future.

2. AN OVERVIEW OF COLLEGE SPORTS RESOURCES

It is undoubtedly the most abundant in colleges and universities. Let's take human resources. The most important thing in colleges and universities is people, especially talents. There are various professions in colleges and universities. Every professional student has his own. The main direction of the attack will contribute to the future social construction. The teachers in colleges and universities are also the professionals of major universities. They are a very good team, have participated in

various events, and have certain experience in organizing events. In addition to the human resources in colleges and universities, the material security in colleges and universities can not be underestimated. Some colleges and universities and football stadiums are probably the best in the city. There are also a lot of sports equipment in colleges and universities, as well as good medical care. Facility; we briefly talked about the tangible resources that exist in colleges and universities. Now let's talk about intangible resources. We know that some schools are professional schools, and many colleges and universities have their own school-specific majors, such as Beijing Science and Technology. Universities, Northwestern Polytechnical University, Beijing Institute of Physical Education, etc., take science and technology, many universities and research institutes have mastered the country's top technology and research results, which is for the construction of high-tech venues for large-scale sports venues, universities Rich in resources and strong sports atmosphere, it is convenient for the exchange and development of sports culture.

3. ANALYSIS OF THE CONDITIONAL FACTORS OF HOSTING LARGE-SCALE SPORTS EVENTS

It tests the strength of a country's comprehensive strength. Although the Olympics will bring huge benefits to a country, the investment in the early stage is very huge, even as many as several hundred million yuan. This is only an estimate, and then the manpower invested. And the material resources are not affordable for ordinary small countries. The economic foundation determines the superstructure. If there is no good economic foundation, there is no way to build it. This is only the initial investment. The later maintenance and repair work is very big. A group of expenditures, the state should make reasonable planning for investment in sports events, and strive to reduce expenses and achieve the best benefits.

To undertake large-scale sports events, when choosing a country or a city, what is more important is the cultural heritage of the country and the city. It originated from ancient Greece. Although it is different in geography, it conveys to us an Olympic spirit, "higher, faster, stronger". The power of culture is the most powerful. The Chinese table tennis team won the championship. Why are the Chinese table tennis team so powerful? In fact, the main reason is that China has the soil to learn table tennis, and all the people will play table tennis. Under this kind of sports culture, the athletes trained are world-class stars. Therefore, we can say that the charm and influence of sports culture are not intrinsic, but subtle. In the subconscious, you are encouraged to understand it, learn it, and appreciate it. This is also the cultural charm of large-scale sports events.

The strength of a city's sports development directly affects the influence of large-scale sports events. For example, the World Cup we saw, held in Brazil, Brazil has a strong football atmosphere, football is very developed, and there are many football venues. They are all natural turf. There is very little ankle injury during the exercise. Because the country itself is a football kingdom, the sports facilities are relatively complete, including the design of the stadium, the arrangement of the staff and the medical services. Just take the World Cup to give an example. Of course, the World Cup cannot be held every time in Brazil, Spain, Germany and other powerful countries. It's just that the sports facilities and sports culture in these countries are better. This kind of external hardware facilities is built. The combination of internal culture constitutes the development of effective resources for large-scale sports events, so that it can be completed more smoothly. At the same time, when sports

competitions are carried out, when people realize the benefits brought by sports programs, they must be eager to participate in sports. Now the people's living standards are constantly improving. They participate in sports during their leisure time. They can exercise without being able to exercise, and they can release the feeling of depression within one day. The sports events hold the awareness of arousing the national fitness. Because the competition preparation time is long and the propaganda is great, people's influence on the eyes and ears is also relatively large, which makes this sports concept gradually deep into the hearts of the people. I think this is the sports project itself. Subtle influence.

4. DEVELOPMENT AND UTILIZATION OF COLLEGE SPORTS RESOURCES IN HOSTING LARGE-SCALE SPORTS EVENTS

Using the smallest investment in exchange for the biggest benefits, which is good for colleges and universities, it can be said that it is a two-pronged effort to undertake the city to save resources for the investment of other projects, while the university has increased its popularity and attracted the whole country. Even the eyes of the world, and sports events into colleges and universities will also present a different culture of sports culture.

4.1 University venue resources

The construction of sports venues is generally more distinctive, and the design is reasonable, and the safety facilities are relatively perfect. Especially the construction of some famous universities, stadium facilities and football stadiums can be said to be very good, of course, compared to the world's top sports venues. As for football stadiums, college sports venues will be inferior, but large-scale sports events will generally not last long, usually within a few months, and the construction of stadiums and other facilities for large-scale sports events. It takes several years to build. After the game is completed, the stadium is basically idle. Just like the Bird's Nest and the Water Cube, the maintenance work will continue in the later period. Of course, it is not that the construction of the venue is meaningless, such as the Asian Games. Meetings, National Games, etc., can fully use the stadiums of colleges and universities to conduct competitions, and the stadium is equipped with all kinds of sports equipment, and the amount of tourists is very high. It is a good choice.

4.2 University human resources

The human resources in colleges and universities can be said to be inexhaustible, especially in some colleges and universities. The overall quality of learning is extremely high, and it is serious and pragmatic. The professional classification of students in colleges and universities is more detailed, with medical and management studies. , economics, computers, etc., these human resources can be applied to the construction of large-scale sports events, such as management professors or high-school students, can organize the distribution of the staff and volunteers in the event, let them each Jobs, improve work efficiency, economics talents, reasonable planning and clear reports on resource investment and income, can maximize the cost savings, computer system talents to build electronic network systems for sports events, this is a A large project requires a large number of scientific and technological talents, and professors and experts from universities and high-level students can conduct network planning for sports events, and experts in the medical department provide the most comprehensive medical security because they have in-depth medical Research, for the injured athlete will make the most correct judgment in the first time, Delays injuries athletes. There are a lot of staff

in the huge sports arena. Coupled with some volunteers, due to the complexity of the personnel and the responsibility of the project, it is necessary to establish an organization management system, a dedicated person in charge, and a task for the staff. The allocation and work debugging, only by assigning everyone's work tasks, everyone can perform their duties and improve their work efficiency; if there is no organization management personnel, everyone will be a loose sand, and the construction of hardware and software facilities for sports stadiums will be generated. Great influence, no rules are not square, and sports events are the same. After this layered management and checks and balances, the pyramid system can promote the whole mechanism to proceed in an orderly manner. The above-mentioned situations are only a small part of the human resources of colleges and universities. The benefits of the rest of the professional talents for the construction of large-scale sports events are also immeasurable, so human resources are sometimes more important than economic resources.

4.3 College sports information resources

The society is constantly improving. At present, many colleges and universities are using high-tech technology to teach. Nowadays, life is inseparable from science and technology. Nowadays, the construction of sports venues is filled with a high-tech element from the inside to the outside. The construction of large-scale gymnasiums is difficult to accomplish by manpower alone without the injection of technological factors. As far as the opening ceremony of the Olympic Games is concerned, a picture of Chinese charm is a fusion of Chinese elements and current technology. In addition to the display of this kind of picture, for the building, the water cube and the bird's nest, in the process of hosting, how many times of bottlenecks encountered, it is the cooperation of the top-level technical talents of various professions to complete the sports event. The venue is integrated in hardware and software. This is completely error-free. If these technologies are not handled properly, the construction of the venues will be large, and the software development of the stadiums will be small. There may be a total collapse in every place, so the technical factors are in contracting large-scale sports events. Medium is a medium element and a core element.

Colleges and universities are places where elites gather. Many of the sports research results of colleges and universities are completed in colleges. Because universities have a comfortable environment and second, there are better network information resources. In this way, in the construction of the school, all aspects of resources will be very convenient to use, and some software can be directly applied without re-production.

4.4 College sports culture resources

Colleges and universities generally have a long time to establish a school. They have rich cultural connotations and cultural heritage. There are large libraries in colleges and universities, they can learn a variety of cultural knowledge, and there are professional teachers. The school is the best place to spread culture. In particular, sports culture, some special physical education courses are offered in colleges and universities to promote the all-round development of students' moral, intellectual, physical and aesthetic. Campus culture conveys us a kind of campus spirit. Students are the main body of this spirit. Every student in the school will feel extremely proud. The combination of sports events and colleges is also a fusion of sports culture and campus culture. Every student has a sense of honor and represents an image of his own school. The awareness of environmental protection and

public welfare will be further enhanced. Students will actively participate in the construction of sports and compete as volunteers. What the sports meeting brought to this school is actually a kind of positive, united, friendly, and the spirit of the eternal abandonment and never giving up by the athletes. It is integrated into the whole school and the students' ideas and influences. The improvement of the image of each student has extremely profound educational significance for young people.

Sports may be a national matter, perhaps a national matter, perhaps an athlete's business, but first of all, it is a matter of its own, a thing that makes you happy, healthy, and powerful. The influencing factors we talked about are only the most influential factors in large-scale sports events. It is impossible to cover them all. There are still many factors that have a greater impact on sports events, but it is impossible to analyze them one by one, except for those that can be expected. There are many factors that are unexpected, such as accidental injuries of athletes. We analyze these potential factors and hope to make a brief reference for the smooth progress of sports events. If there is something worth learning from. The place is also the value of this paper.

5. CONCLUSION

Large-scale sports events require too much manpower and material resources, and colleges and universities have very rich sports resources. Whether it is tangible resources or intangible resources, cooperating with large-scale sports events and schools can reduce expenditures and costs. In the shortest time, the best sports facilities and high-quality human resources are used. This is an effective solution for the successful hosting of large-scale sports events and saving resources.

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