

Study on Cycling Events Around the Lake

-- The Case of Longzi Lake Scenic Area

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Abstract

The socio-economic value of holding a road cycling race around the lake in Bengbu Longzi Lake and its surrounding scenic areas is analyzed through theoretical research on the significance of the race, brand image, means of communication, route planning, and other aspects. The commercial and social value of holding the Tour de Lake for the Bengbu area is studied. Setting up the Tour de Lake will not only help to promote local visibility and the development of the leisure tourism industry but will also help to guide and promote the participation of the student population in the university city area of Longzi Lake in cycling.

Keywords

Tour de Longzi Lake; Scenic Area; Bengbu; Development.

1. Condition and Advantages for Bengbu to Host the Road Cycling Race around Longzi Lake

1.1. Blessed Natural Conditions

Bengbu is located in the Yangtze River Delta region of eastern China and is also the main birthplace of the Huai River's traditional culture. Within the Bengbu area, there are scenic spots such as Longzi Lake, Zhanggong Mountain, and Tu Mountain, of which both Longzi Lake and Zhanggong Mountain are national 4A tourist attractions, national ecological demonstration areas, and provincial scenic spots. The area has attractions such as Tang He's Tomb, Bengbu Revolutionary History Exhibition Hall, Longzi Lake West Park, Longhu Culture and Art Museum, Bengbu Ancient House Expo Park, etc. The natural environment is beautiful, with natural ecological resources and a beautiful and scenic environment. At the same time, due to the special nature of road cycling, unlike other events which are held in fixed venues, it is held entirely in a natural environment, which organically combines the history, culture, local customs, and the appearance of the race along the way, and brings warmth and comfort to this difficult sport. This is why the greatest appeal of road cycling comes not only from winning or losing the race itself but also from the beautiful scenery along the way. The cycling teams that ride along the seaside, in the fields, and the mountains showcase the leisure, environmental protection, and nature-oriented nature of cycling. Therefore, the Bengbu area has not only beautiful tourist attractions but also mountain scenic spots such as Tu Mountain, Cao Mountain, Xuehua Mountain, and Cone Mountain. By holding the road cycling race around the lake, these scenic spots are organically linked together, and the rich geographical changes not only enable the competitors to enjoy the different natural scenery and human landscapes on the way but also provide unique natural conditions for the race.

1.2. Infrastructure

Bengbu is an important comprehensive industrial base in Anhui, a national comprehensive transportation hub, a regional central city in northern Anhui, a city in the Hefei metropolitan area, and a pilot zone for comprehensive reform of independent innovation in Hefei and Bengbu,

with the Bengbu section of China (Anhui) Pilot Free Trade Zone. The railway lines include Beijing-Shanghai Railway, Huainan Railway, Beijing-Shanghai High-speed Railway, and Hepeng High-speed Railway, which have convenient transportation and complete infrastructure. A strong culture of fitness for all people is a necessary prerequisite for the development and growth of sports tourism projects.

1.3. Boosted by National Policies

In 2014, the State Council issued "Several Opinions on Accelerating the Development of Sports Industry and Promoting Sports Consumption", which pointed out that the sports industry should be elevated to a national strategy and the sports industry should be nurtured and supported as a green and sunrise industry. According to incomplete statistics, the annual value added of the global sports industry is US\$800 billion, of which the annual value added of the sports industry in the United States and the sports industry in the European Union, account for 3% to 4% of their respective GDP. In 2013, China's sports industry accounted for only 0.6% of the GDP, which shows that the development space of the domestic sports industry is very huge, and the potential to promote the national economy still needs to be further developed. 5 trillion industry scale development target in 2025, but also for the domestic sports industry to open up more than ten times the output value, which provides rich imagination space for Bengbu sports tourism and industrial construction.

2. Impact of Hosting the Cycling Race Around Longzi Lake on Bengbu

2.1. Economic aspects

By organizing the Tour de Longzi Lake road cycling event, the tourism resources and regional culture of Bengbu can be comprehensively displayed, thus playing a role in promoting the development of the local economy. Combing the historical and cultural resources of the Bengbu area, thus enriching the theme of the event, creating an event with Bengbu's regional and economic, and cultural characteristics, extending the development of a series of derivatives and tourism and leisure activities of the Tour de Longzi Lake, and driving the development of the surrounding catering, entertainment, shopping, and other related industries.

2.2. Social Aspects

As a green sporting event recognized as being integrated into nature, the cycling event advocates low-carbon living and healthy exercise, which will certainly promote awareness of environmental protection, help promote the development of mass cycling fitness, promote sustainable development, and have a positive impact on cultivating a healthy lifestyle among members of society, protecting the environment, alleviating the energy crisis, promoting the local tourism industry and improving the quality of sports competitions in China. social benefits.

2.3. Cultural Aspects of Tourism

Organizing a road cycling race will help to showcase the region's tourism resources as a whole and serve as a window to promote tourism. The Bengbu region is rich in human and natural tourism resources. The road cycling event serves to showcase these attractions as a whole to the world while allowing for an organic combination of the ancient and the modern, the natural and the humanistic, and is also conducive to the integration and optimization of tourism resources. And with the publicity of the race, gives the audience a complete road map of tourism, which is conducive to the choice of foreign visitors when traveling. In particular, it can promote the development of green tourism, folklore tourism, and tourism reflecting the characteristics of metropolitan life, such as the return to nature and participation in entertainment, and has a positive significance in promoting the restructuring of tourism products, optimization of the landscape layout, development of visitor markets and ecological environmental protection.

2.4. Aspects of People's Lives

In terms of kinesiology, cycling, like swimming and running, has a cardio-respiratory function. Cycling is a heterogeneous dominant movement, which requires the mobilization of most of the body's muscles and can effectively exercise the agility of the brain and the coordination of the body. Cycling has a unique mass base in China, and the development of cycling sports events is conducive to the promotion of national fitness sports and the cultivation of a green and healthy lifestyle. In addition, the university town of Bengbu has a large student population, and holding road cycling events here is conducive to guiding university students to participate in cycling. Cycling does not require a special venue and can be started anytime, anywhere. At the same time, road cycling events can effectively attract people from around the track to arrive and watch the event and can bring sporting events to towns and mountainous areas that would be impossible to reach in an ordinary race. Therefore, it has an irreplaceable role in the promotion and popularisation of national fitness sports and is of positive significance in addressing the lack of fitness promotion in rural areas.

3. Brand Image

3.1. Tournament Brand Identity

In sporting events, visual impressions play an important role in branding the event. By describing the characteristics of the event in the form of symbols, the participants can establish a first impression and gain a timely impression of the event's brand connotation, thus achieving an effective identification of the event's brand. In the branding of sporting events, slogans, posters, home signs, mascots, emblems, and other elements will become important elements in the establishment of the brand, and distinctive and vivid symbolic elements can promote brand recognition and gain cohesion, and to a certain extent make the brand more easily recognizable. The brand image of the race is an important part of the branding of sports events. For the brand image of the Tour de Longzi Lake, a distinctive brand identity element needs to be established, using the historical and cultural resources of the Bengbu area combined with the natural scenery features, using symbolic elements as a carrier, making complete planning of the brand identity elements of the race, making a good branding and image packaging, establishing a positive relationship with customers through brand marketing. It is important to develop a clear brand image for the event. It is also important to take into account the memorability and communication of the brand image. In addition, the development of event mascots and other event-derived merchandise should pay attention to the cyclical nature of the products, and constantly explore and innovate according to the needs of the market environment to avoid the idleness and waste of brand resources.

3.2. Brand Culture

Culture is the essence of the race brand, a fusion of values, and an important reason for the differentiation of the race brand. So in the Tour de Longzi Lake road cycling race to fully explore the cultural connotation of the event, shaping the unique brand value of the Tour de Longzi Lake event. To create low-carbon environmental protection, protection of the natural environment, the construction of a harmonious society of public welfare publicity event as the goal; to create a race culture for the masses, actively promote cycling, to show that cycling is not only a tool attributes but also an important way of low-carbon travel and green fitness, is a form of health, leisure sports; highlight the main theme of cycling fashion sports, healthy travel, making The event also highlights the main theme of cycling as a fashionable sport and a healthy way to travel, making the concept of environmental protection, green and health of cycling deeply popular.

3.3. Brand Positioning

Brand positioning represents the difference between different event brands, is a specific brand in terms of cultural orientation and personality differences have a targeted meaning, and is an important criterion for implanting brand awareness in the minds of consumers. The brand positioning of sporting events can be divided into two directions: firstly, sporting positioning and secondly, commercial positioning. The brand positioning of the Tour de Longzi Lake should take into account the cultural base of the event, the economic situation, and the participation and recognition of the masses in Bengbu; secondly, the brand positioning of the event should also take into account the different needs of sponsors and consumer groups; at the same time, the brand positioning of the event must also inherit the cultural traditions and regional characteristics of Bengbu.

To sum up, the Tour de Longzi Lake road cycling event should do a good job of brand image building, constantly improve the professional level of the event and enhance the brand value; highlight the regional and cultural characteristics to effectively enhance competitiveness; enhance the bearing of the event and enrich the cultural connotation; strengthen the development and construction work of the event's extended products, develop tourism and commodity development with the event as the core, and form an industrial chain under the brand; rely on the event to develop The development of mass festival sports activities, so that the events can be understood and loved by more people. The development of mass festivals and events, so that the events can be better known and loved by the public.

4. Means of Dissemination

According to the study, at this stage, the communication medium for sports events is mainly mobile media and digital TV. The emergence of mobile communication technology has directly overturned the traditional one-way transmission of information, directly changing the link between the information publisher and the audience. The development of mobile communication technology has enabled people to follow sporting events without the constraints of time and space, directly promoting the development of marketing communications for sporting events.

4.1. In Mobile Media

- (1) Implementing the three-pronged strategy of "Internet+", "New Media+" and "Hi-Tech+" to disseminate the event in a comprehensive, three-dimensional, and multi-dimensional manner.
- (2) Explore personalized event communication channels, make flexible use of social media, integrate self-media WeChat, Weibo, and e-commerce platforms to enhance the efficiency of marketing, and focus on good event information push.
- (3) The joint communication of domestic and international media is actively used to maximize the publicity effect by expanding the publicity coverage of the event by foreign media based on domestic media publicity.
- (4) Employ sports stars or film stars as ambassadors of the Tour de Longzi Lake to create event marketing and expand the momentum and influence of the Tour de Longzi Lake.
- (5) Innovative activity carriers and simultaneous online and offline dissemination. Organize activities such as the "Tour of Longzi Lake" online cycling certification activities, "Tour of Longzi Lake" and other promotional activities; for the different strengths of new media in video, pictures, special pages, and social networking, to focus on the theme of the event, to develop different online promotion methods and The event is bundled with marketing activities to focus on the theme of the event, forming a strong memory of the event and maximizing effective communication, especially for the pushing of user websites on mobile APP terminals, as well as

on streaming media channels such as Sports Shake, B station, etc., to explore and create various types of stage topics to continuously promote the event craze.

4.2. Aspects of Live Television

Several media can be invited to follow the whole process. Such as CCTV sports channel, Anhui TV, Travel TV, and other TV media; Sina.com, Sohu, Netease, QQ.com, Phoenix.com, Xinhua.com, International Online, Hugo Xingkong, Jiangsu Internet TV and other professional portal network media; China Sports News, Xinhua Daily, People's Daily, Sports Weekly, Yangzi Evening News, and other newspaper print media; Central People's Radio, Anhui Radio and TV and China International Three radio media. On the internet, an independent, high-profile, and high-level official website was set up, and special sections were set up on the sports pages of Sina, Sohu, Netease, and other domestic portals to follow the event.

5. Course Route Planning

Road cycling has high demands on road conditions and route surveying is a necessary prerequisite for holding an event. A well-designed route requires a high level of expertise. Not only is the quality of the road to be considered, but also geography, tourism, economics, safety, traffic, and many other factors are involved. Good route planning is an important guarantee for the safe and smooth running of the race. After fieldwork and research, the route of the race is planned as follows.

Starting point (Olympic Sports Centre) - Huangshan Avenue - Cao Shan Road - Shengli East Road - Huanhu West Road - Donghai Avenue - Zhanggongshan Scenic Area - Tushan Scenic Area (climbing section) - National Highway 206 - Anhui Shang Yao Forest Park - Provincial Highway 315 - Provincial Highway 101 - Yingbin Avenue - Huangshan Avenue - Finish point (Bengbu Ancient House Expo Park, Lake Rise, and Moon), a total of about 100 km. The advantage of this route is that it covers the main scenic spots in Bengbu and the roads are all suitable for road cycling.

6. Development Planning

(1) Strengthen exchanges with domestic events such as the Tour of Qinghai Lake, Tour of Hainan Island, Tour of China, Tour of Taihu Lake, and Tour of Guangxi, and establish a good race cooperation system. Seeking cooperation with existing domestic cycling events for the Tour de Longzi Lake and actively exploring the possibility of co-hosting with other cycling events, thereby expanding the influence of the Tour de Longzi Lake in China.

(2) Strengthen cooperation with neighboring cities in the Bengbu area to attract more cities to participate in the Tour de Longzi Lake.

(3) Coordinate the deployment and integration of market development resources, improve the event sponsorship system and do a good job in returning the sponsorship to the enterprises.

(4) Sorting out the historical and cultural resources of the Bengbu area, enriching the theme of the race, creating races with Bengbu's regional and economic, and cultural characteristics, and expanding the development of a series of derivatives and tourism and leisure activities for the Tour de Longzi Lake.

(5) Actively explore the market operation and rules of the event, expand thinking, develop licensed products and services with characteristics of the Longzi Lake Rim and catering to market demand, and realize the self-breeding function of the event.

(6) Planning activities that meet the characteristics of the race, the needs of enterprises, and public participation, sponsoring enterprises to participate in the whole race and activities,

allowing enterprises to become the main body of promotion of the Tour de Longzi Lake at the same time.

(7) Build a professional, market-oriented, and pioneering business development team, study in depth the characteristics of the race and the laws of the market and lay a solid foundation for the Tour de Longzi Lake to gradually achieve profitability and market-oriented sustainability.

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