The Shaping of Urban Image by Large-Scale Sports Events—Based on A Pre-2022 Hangzhou Asian Games Perspective

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Abstract: The 19th Asian Games will be held in Hangzhou, Zhejiang Province in 2022. Hangzhou is China’s third city to host the Asian Games, so this event has attracted much attention at home and abroad. Based on the attitude theory and the perspective theory of residents’ perception, this paper analyzes the influence of large-scale sports events on the shaping of urban image from the perspectives of urban visual image, urban concept image and urban behavior image through questionnaires, literature analysis and other methods. The study found that before the holding of large-scale sports events, that is, during the preparation period, it helps to improve the image of the city, accelerate the construction of urban infrastructure, and stimulate public sports enthusiasm. Based on this, this study suggests that during the preparation and implementation of the Asian Games, Hangzhou can improve its international reputation by taking advantage of the event opportunity. Relying on the existing resources in Hangzhou, create characteristic projects, and vigorously promote the development of sports; properly solve the legacy of the competition, overall planning, strengthen the public sports spirit.

Keywords: Large-scale sports events, City image, The Asian Games, Pre-game perspective.

1. Introduction

Since the successful hosting of the Olympic Games in Beijing in 2008, there has been a wave of large-scale sports events among major cities in China, making every effort to build a sports power and calling for active sports for all. Whether the event really has a positive impact on the shaping of urban image and how to integrate urban culture and sports competition are worthy of further study and discussion.

The 19th Asian Games will be held in Hangzhou, Zhejiang Province in 2022. Hangzhou is China’s third city to host the Asian Games. Whether the hosting of the Asian Games can promote the comprehensive development of Hangzhou’s economy and society, and whether it can further promote the development of the Olympic movement in China, these are problems worthy of study. Therefore, this study will be based on the perspective of pre-competition and residents’ perception, through reading a large number of domestic and foreign literature, taking the 2022 Hangzhou Asian Games as an example, using text analysis, questionnaire survey and other methods to study the influence of large sports events on the shaping of urban image.

2. Literature Review

2.1 Definition of Related Concepts

2.1.1 Large-scale sports events

As a kind of sports events, large-scale sports events are a special form after classification according to scale and level standards. Generally speaking, from the perspective of scale, large-scale sports events have a large number of participants, long operation cycle, large cost input, complex event management and high impact (Xu, 2011). Therefore, the social effects, economic benefits and comprehensive benefits of the host cities and regions are also more prominent.

2.1.2 City image

City image refers to the sum of impressions that a city acts on the public and makes the public form a cognition of a city with its natural geographical environment, economic and trade level, the improvement of public facilities, legal system, the values and quality of life of citizens and other factors (Liu, 2020). The city image is the city form and feature that can stimulate people’s ideological and emotional activities. It is the specific perception, overall view and comprehensive evaluation of the internal strength, external vitality and development prospects of the city by the public inside and outside the city, and it also reflects the overall characteristics and style of a city. In the 21st century, the competition between urban culture and image has become the main aspect of urban competition in the contemporary world. Only by shaping a unique, national and personalized urban culture and image, can a huge urban cohesion be generated, the reasonable flow of people, logistics and information flow be promoted, the urban communication, world and competitiveness be enhanced, the urban economic development and the improvement of people’s living standards be promoted, and the urban advantage be obtained in the competition (Shen, 2004).

3. Data Analysis

This study mainly through the questionnaire survey method for data collection, through the Hangzhou citizens in the form of online questionnaire survey and recovery of 430 questionnaires, effective questionnaire 430, effective rate of 100%.

3.1 The Present Situation of Hangzhou City Image

To study the impact of the 2022 Asian Games on Hangzhou, we should first study the current situation of Hangzhou. According to the questionnaire results, Hangzhou residents are satisfied with the current urban image of Hangzhou.
3.2 Hangzhou Citizens’ Attention to Asian Games

To study the impact of the Asian Games on Hangzhou, we should first determine that Hangzhou citizens have a certain degree of attention to the 2022 Hangzhou Asian Games. At the same time, in the process of field visits, random asked the local residents for the 2022 Hangzhou Asian Games attention, also draw the same conclusion.

Table 2: Residents’ attention to the 2022 Asian Games in Hangzhou

<table>
<thead>
<tr>
<th>Subject matter</th>
<th>Strongly concerned</th>
<th>Relatively concerned</th>
<th>Occasionally concerned</th>
<th>Never concerned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head Percentage</td>
<td>83%</td>
<td>193</td>
<td>136</td>
<td>18</td>
</tr>
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</table>

The understanding of the emblem of the 2022 Hangzhou Asian Games represents the understanding of the Hangzhou Asian Games to some extent. According to Table 2, 13.72% of respondents knew the emblem of Hangzhou Asian Games very well, and only 9.07% of respondents did not know the emblem of 2022 Hangzhou Asian Games. Thus, more than 60% of Hangzhou residents have a certain understanding of the 2022 Hangzhou Asian Games.

Table 3: Residents’ understanding of the emblem of Hangzhou Asian Games in 2022

<table>
<thead>
<tr>
<th>Subject matter</th>
<th>Strongly concerned</th>
<th>Relatively concerned</th>
<th>Occasionally concerned</th>
<th>Never concerned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head Percentage</td>
<td>59</td>
<td>204</td>
<td>128</td>
<td>39</td>
</tr>
</tbody>
</table>

3.3 The Influence of Asian Games on Hangzhou Brand Image from Three Dimensions

3.3.1 City visual image

Visual recognition is the most direct and effective method to establish urban visibility and shape urban image in urban image recognition system (Yu, 2007). The impact of the 2022 Asian Games on the visual image of Hangzhou is mainly reflected in the four aspects of urban environment, urban sports facilities, urban road traffic and urban landmark buildings.

(1) Influence of major sports events on urban ecological environment

The 2022 Hangzhou Asian Games is a large international sports event. The timely ecological environment and market environment will be directly presented to the audience and players. It can be seen from Table 4 that 300 Hangzhou residents agreed to host the 2022 Hangzhou Asian Games, which improved the overall ecological environment of Hangzhou, accounting for 69.76% of the total. Most Hangzhou residents agreed that the hosting of the 2022 Hangzhou Asian Games improved the overall ecological environment of Hangzhou. The hosting of the 2022 Hangzhou Asian Games was conducive to the improvement of the ecological environment of Hangzhou and the improvement of the image of Hangzhou.

Table 4: Organizing the 2022 Asian Games in Hangzhou improves the overall ecological environment in Hangzhou

<table>
<thead>
<tr>
<th>Subject matter</th>
<th>Strongly disagreeable</th>
<th>Disagreeable</th>
<th>Neutral</th>
<th>Agreeable</th>
<th>Strongly agreeable</th>
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</thead>
<tbody>
<tr>
<td>Head Percentage</td>
<td>1.16%</td>
<td>3.49%</td>
<td>110</td>
<td>213</td>
<td>87</td>
</tr>
</tbody>
</table>

(2) Influence of major sports events on urban sports facilities

During the preparation of the 2022 Hangzhou Asian Games, a large number of stadiums were built. Table 5 shows that 327 residents in Hangzhou favor of the 2022 Hangzhou Asian Games increased the public green area of Hangzhou, accounting for 76.04% of the total. 19 Hangzhou residents disagree, accounting for only 4.42% of the total. The remaining 84 Hangzhou residents maintained neutral opinions, accounting for 19.53% of the total. It can be seen from the data that more than 70% of Hangzhou residents agree that the 2022 Hangzhou Asian Games has promoted the improvement of sports facilities in Hangzhou, which is conducive to shaping the image of Hangzhou.

Table 5: The 2022 Hangzhou Asian Games promotes the improvement of sports facilities in Hangzhou

<table>
<thead>
<tr>
<th>Subject matter</th>
<th>Strongly disagreeable</th>
<th>Disagreeable</th>
<th>Neutral</th>
<th>Agreeable</th>
<th>Strongly agreeable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head Percentage</td>
<td>1.63%</td>
<td>2.79%</td>
<td>84</td>
<td>220</td>
<td>107</td>
</tr>
</tbody>
</table>

(3) Impact of major sports events on urban road traffic

After the transportation power demonstration city construction mobilization conference, Hangzhou will ensure that before the Hangzhou Asian Games, win the “5433” transportation conference war, its formal implementation will greatly improve the public transport facilities in Hangzhou.

Table 6: The 2022 Asian Games in Hangzhou improved public transport facilities in Hangzhou

<table>
<thead>
<tr>
<th>Subject matter</th>
<th>Strongly disagreeable</th>
<th>Disagreeable</th>
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</thead>
<tbody>
<tr>
<td>Head Percentage</td>
<td>1.16%</td>
<td>2.79%</td>
<td>95</td>
<td>239</td>
<td>79</td>
</tr>
</tbody>
</table>

3.3.2 Urban environment

The finding is that the 2022 Hangzhou Asian Games provides the city’s overall development with a new image, and urban environment is also improved. The study finds that among the respondents, 98.9% agreed that the urban environment was improved, while the remaining 1.1% held neutral opinions.

Table 7: The 2022 Hangzhou Asian Games improves the urban environment

<table>
<thead>
<tr>
<th>Subject matter</th>
<th>Strongly disagreeable</th>
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<th>Neutral</th>
<th>Agreeable</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Head Percentage</td>
<td>1.16%</td>
<td>2.79%</td>
<td>95</td>
<td>239</td>
<td>79</td>
</tr>
</tbody>
</table>
It can be seen from Table 6 that 318 Hangzhou residents approved that the 2022 Asian Games in Hangzhou had improved public transport facilities in Hangzhou, accounting for 73.95% of the total. The 17 Hangzhou residents disagree, only 3.95% of the total. 95 residents in Hangzhou maintained neutrality, accounting for 22.09% of the total. It can be seen from the data that most residents in Hangzhou agree that the 2022 Asian Games in Hangzhou have improved public transport facilities in Hangzhou. After field visits, Hangzhou residents who received random surveys believe that the 2022 Hangzhou Asian Games improved Hangzhou’s public transport facilities, residents travel more convenient, conducive to shaping the image of Hangzhou.

(4) The impact of major sports events on urban sign buildings

The symbol building of a city is the concentrated expression of politics, economy and culture of a city. Symbolic buildings are the quality of buildings in the city, an important factor that constitutes the characteristics of the city, and have an important impact on improving the visibility of the city (Si, 2005).

Table 7: Organizing the 2022 Asian Games in Hangzhou increases residents ‘and tourists’ memory of city landmarks

<table>
<thead>
<tr>
<th>Subject matter</th>
<th>Strongly disagreeable</th>
<th>Disagreeable</th>
<th>Neutral</th>
<th>Agreeable</th>
<th>Strongly agreeable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head Percent</td>
<td>7</td>
<td>12</td>
<td>87</td>
<td>233</td>
<td>91</td>
</tr>
</tbody>
</table>

As can be seen from Table 7, 324 Hangzhou residents are in favor of holding the 2022 Asian Games in Hangzhou, which increases residents’ and tourists’ memory of urban landmark buildings, accounting for 75.35% of the total. The 19 Hangzhou residents disagree, accounting for only 4.42% of the total. 87 Hangzhou residents hold neutral opinion, accounting for 20.23% of the total. It can be seen from the data that more than 70% of Hangzhou residents have agreed to hold the 2022 Hangzhou Asian Games to increase the memory of residents and tourists on urban landmark buildings.

3.3.2 City concept image

Table 8: Organizing Hangzhou Asian Games to promote residents’ understanding of sports culture

<table>
<thead>
<tr>
<th>Subject matter</th>
<th>Strongly disagreeable</th>
<th>Disagreeable</th>
<th>Neutral</th>
<th>Agreeable</th>
<th>Strongly agreeable</th>
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</thead>
<tbody>
<tr>
<td>Head Percent</td>
<td>16</td>
<td>11</td>
<td>162</td>
<td>186</td>
<td>55</td>
</tr>
</tbody>
</table>

(1) Impact of major sports events on urban sports culture

It can be seen from Table 8 that a total of 241 residents in Hangzhou approve of the Asian Games, which promotes residents to understand sports culture more, accounting for 56.05%. 27 residents do not approve of the Asian Games, which promotes residents to understand sports culture, accounting for only 6.28%. The remaining residents are neutral, accounting for 37.67%. It can be seen from the data that more than half of Hangzhou residents believe that the holding of the 2022 Asian Games in Hangzhou prompts residents to understand sports culture. In addition, through field visits, most of the residents interviewed agree that Hangzhou residents are more aware of sports culture affected by the Asian Games.

(2) Impact of major sports events on urban spirit

The city spirit has the huge soul pillar function, the bright flag guiding function and the inexhaustible power source function to the city’s survival and the development, condenses a city’s values, the historical tradition, the spiritual accumulation as well as the citizen quality and so on many factors. Based on the spiritual outlook of the residents, this paper explores the impact of the Asian Games on the urban spirit of Hangzhou.

Table 9: Organizing the 2022 Hangzhou Asian Games enhanced the mental outlook of Hangzhou residents

<table>
<thead>
<tr>
<th>Subject matter</th>
<th>Strongly disagreeable</th>
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<th>Neutral</th>
<th>Agreeable</th>
<th>Strongly agreeable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head Percent</td>
<td>11</td>
<td>15</td>
<td>120</td>
<td>199</td>
<td>85</td>
</tr>
</tbody>
</table>

According to the relevant data in Table 9, 294 Hangzhou residents agreed that the Asian Games had improved the mental outlook of Hangzhou residents, accounting for 66.05%. Only 26 residents did not agree that the Asian Games improved the mental outlook of Hangzhou residents, accounting for 6.05% of the total. In addition, 120 residents held a neutral attitude, accounting for 27.91% of the total. According to the data, most Hangzhou residents believed that the Asian Games improved the mental outlook of Hangzhou residents.

(3) Impact of major sports events on urban social atmosphere

Social atmosphere refers to the hobbies, concepts, traditions, habits and traditions that are imitated and disseminated in society or within a certain group in a certain period and within a certain range. It reflects the social, political, economic and cultural conditions, and also shows the values and customs of a nation. This paper draws a conclusion by investigating whether the residents approve of the Asian Games in Hangzhou affecting social order.
According to the relevant data in Table 10, the survey of Hangzhou residents shows that 307 residents agree with the Hangzhou Asian Games to improve the social order of Hangzhou, accounting for 71.39%, only 24 people do not agree with the social order of Hangzhou, accounting for 5.58%, and 99 residents hold a neutral attitude, accounting for 23.02%. It can be seen from the data that more than 70% of the residents agree to host the 2022 Hangzhou Asian Games to improve the social order of Hangzhou, which is conducive to the formation of urban social atmosphere.

(4) Impact of major sports events on urban development planning

Urban planning is the comprehensive deployment, concrete arrangement and implementation management of urban economic and social development and construction in a certain period of time. Its purpose is to establish a good time and space order for the survival and development of urban society to meet the growing needs of citizens’ material and spiritual civilization. This paper takes the urban economic development of Hangzhou as an investigation project, and obtains the following data by questionnaire survey.

### Table 10: The holding of the 2022 Asian Games in Hangzhou improved the social order of Hangzhou City

<table>
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<tr>
<th>Subject matter</th>
<th>Strongly disagreeable</th>
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<th>Neutral</th>
<th>Agreeable</th>
<th>Strongly agreeable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head</td>
<td>8</td>
<td>16</td>
<td>99</td>
<td>215</td>
<td>94</td>
</tr>
<tr>
<td>Percent</td>
<td>1.86%</td>
<td>3.72%</td>
<td>23.02%</td>
<td>49.53%</td>
<td>21.86%</td>
</tr>
</tbody>
</table>

According to the relevant data in Table 11, 324 residents were in favor of holding the 2022 Asian Games in Hangzhou, which promoted the economic development of Hangzhou, accounting for 75.35% of the total. Only 14 residents opposed the Asian Games to promote economic development in Hangzhou, accounting for 3.25 per cent of the total. In addition, 92 residents were neutral, accounting for 21.4 per cent of the total. It can be seen from the data that more than 3/4 of the residents recognized that the Asian Games in Hangzhou promoted the economic development of Hangzhou and was conducive to urban development planning.

3.3.3 Urban behavior image

Behavioral image is the external manifestation of perceived image, which is the comprehensive display of external activities of government, citizens, tourists and other behavioral subjects (Tian, 2012). The image of urban behavior is the intuitive response of the internal quality and cultural connotation of the city to the external form of the city, which is mainly behavior norms, behavior patterns, behavior orientation and behavior patterns of groups and individuals in the city.

(1) Influence of major sports events on city government

Government efficiency reflects the overall functional level of a government. Improving government efficiency is conducive to win the trust of the people and enhance the image of the city.

### Table 11: The 2022 Hangzhou Asian Games promoted the economic development of Hangzhou

<table>
<thead>
<tr>
<th>Subject matter</th>
<th>Strongly disagreeable</th>
<th>Disagreeable</th>
<th>Neutral</th>
<th>Agreeable</th>
<th>Strongly agreeable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head</td>
<td>9</td>
<td>5</td>
<td>92</td>
<td>221</td>
<td>103</td>
</tr>
<tr>
<td>Percent</td>
<td>2.09%</td>
<td>1.16%</td>
<td>21.4%</td>
<td>51.4%</td>
<td>23.95%</td>
</tr>
</tbody>
</table>

Table 12 shows that the number of people who approve of the 2022 Hangzhou Asian Games to improve the efficiency of the government is 280, accounting for 65.1% of the total proportion, the number of people who maintain neutrality is 126, accounting for 29.3% of the total proportion. In addition, the number of people who do not approve is only 24, accounting for 5.58% of the total proportion. Through investigation and analysis, Hangzhou municipal government departments communicate closely, together for the smooth organization of the Asian Games plan, to improve the efficiency has laid a solid foundation.

(2) Influence of major sports events on urban citizens

With the promotion of various sports events before the 2022 Asian Games in Hangzhou, more people understand and participate in physical exercise. At the same time, the construction of multiple large stadiums also provides more places for people’s physical exercise in the future. For Hangzhou citizens, the Asian Games series activities constantly remind citizens to participate in sports activities. At the same time, the live broadcast of large-scale sports events has given full play to the advantages of media coverage and communication effect, which is of far-reaching significance to the cultivation of national fitness enthusiasm (Wang, 2015).

### Table 12: Organizing the 2022 Hangzhou Asian Games improves the efficiency of government office

<table>
<thead>
<tr>
<th>Subject matter</th>
<th>Strongly disagreeable</th>
<th>Disagreeable</th>
<th>Neutral</th>
<th>Agreeable</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>5</td>
<td>19</td>
<td>126</td>
<td>188</td>
<td>92</td>
</tr>
<tr>
<td>Percentage</td>
<td>1.16%</td>
<td>4.42%</td>
<td>29.3%</td>
<td>43.72%</td>
<td>21.4%</td>
</tr>
</tbody>
</table>

Table 13 shows that the number of people who approve of the 2022 Asian Games in Hangzhou to promote sports enthusiasm is 300, accounting for 69.76% of the total proportion. The number of people who maintain neutrality is 109, accounting for 25.35% of the total proportion. The number of people who do not approve is only 21, accounting for 4.88% of the total proportion. This shows that the holding of large-scale sports events from multiple angles to encourage urban residents to

### Table 13: The 2022 Asian Games in Hangzhou promoted the sports enthusiasm of urban residents

<table>
<thead>
<tr>
<th>Subject matter</th>
<th>Strongly disagreeable</th>
<th>Disagreeable</th>
<th>Neutral</th>
<th>Agreeable</th>
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<tbody>
<tr>
<td>Number</td>
<td>5</td>
<td>16</td>
<td>109</td>
<td>216</td>
<td>84</td>
</tr>
<tr>
<td>Percentage</td>
<td>1.16%</td>
<td>3.72%</td>
<td>25.35%</td>
<td>50.23%</td>
<td>19.53%</td>
</tr>
</tbody>
</table>
carry out physical exercise, promote the enthusiasm of the residents.

4. Discussion

4.1 Positive Influence

4.1.1 Large sports events help to enhance the image of the city

The successful G20 summit in Hangzhou is not only a full affirmation of Hangzhou’s success and advantages, but also a trust in Hangzhou. After the summit, Hangzhou’s urban internationalization process has taken a new step to a new level. In 2022, Hangzhou will usher in the Asian Games. Most Hangzhou residents believe that the holding of this major sports event will be a perfect opportunity to enhance the image of the city and create an international metropolis. At the same time, the Asian Games and other large-scale sports events will usher in many participants at home and abroad, which can better experience the spiritual quality and image of Hangzhou.

4.1.2 Large-scale sports events help improve urban infrastructure construction

The holding of large-scale sports events plays an important role in the infrastructure construction and management of urban transportation, greening, environmental governance and public sports facilities. Due to the needs of the Asian Games venues, Hangzhou repairs and builds a number of modern Asian Games venues. After the competition, these venues can be used as residents’ sports activities or other sports activities to host points, and add space for residents’ sports life. In order to meet the transportation needs of the Asian Games, Hangzhou has vigorously reformed some public facilities and continuously improved urban infrastructure.

4.1.3 Large-scale sports events help stimulate citizen’ sports enthusiasm

In response to the goal of building a sports power, Hangzhou calls on all people to actively participate in sports. Various government agencies and other organizations have held a large number of sports series of Asian Games, which has set off a boom in national sports. Nearly 70% of Hangzhou citizens believe that the holding of the Asian Games will help stimulate the enthusiasm of citizens for sports. Hangzhou Asian Games countdown theme activities in the form of provincial linkage, city-wide interaction, the participation of the people to welcome the enthusiasm of the Asian Games.

4.2 Existing Problems

4.2.1 Hangzhou citizens do not know much about Asian Games culture

The survey results show that there are still 38.84% of Hangzhou citizens have a general understanding of the Asian Games background, Asian Games knowledge and other Asian Games culture, indicating that the propaganda work of the Asian Games can also continue to expand efforts and expand the scope of the Asian Games elements into the campus sports culture construction and social life, so that more citizens can understand the Asian Games more deeply.

4.2.2 Hangzhou Asian Games to improve the urban ecological environment

According to the effective data of the questionnaire, 59% of Hangzhou residents believe that the Asian Games in Hangzhou has little effect on improving the urban ecological environment, and the data prove that the Asian Games have not improved the ecological environment of Hangzhou enough. In order to obtain residents’ recognition, the following large-scale sports events should focus on the optimization of urban environment, such as increasing the green area, and paying attention to low-carbon environmental protection in the process of holding activities.

4.2.3 Promotion of sports culture in Hangzhou Asian Games

The survey found that only 56.05% of Hangzhou residents agree with the Asian Games to promote residents to understand sports culture, the remaining 43.95% of residents do not agree with this conclusion. Therefore, there is still much room to improve the publicity of sports culture in Hangzhou Asian Games. Sports culture should be promoted through various channels, so that sports activities are gradually integrated into the lives of residents to achieve “national sports”.

5. Suggestions

5.1 Optimizing Urban Environment, Improving Infrastructure and Improving Visual Image of City

The 2022 Asian Games in Hangzhou not only create landmark sports buildings in Hangzhou and inject vitality into the development of historical and cultural cities in Hangzhou, but also deepen the residents’ new impression of Hangzhou. Under the government’s high attention, Hangzhou’s overall urban environment will also be greatly improved, all aspects of urban infrastructure will be improved, and gradually close to the goal of modernization and internationalization. To achieve this goal, urban construction should be scientifically planned, public management level of Hangzhou should be improved, urban environment should be optimized, and urban greening area should be increased as much as possible. Under the premise of complete facilities in all aspects, it is also necessary to pay attention to improving the visual image of the city, and to fit the historical and cultural heritage of Hangzhou in terms of urban architectural modeling and overall design.

5.2 Make Use of the Opportunity of Competition to Publicize the Image of the City and Enhance Its International Visibility

After Being Inspired by The Asian Games held in Hangzhou, Hangzhou citizens, as the main body of the city image, have a great sense of pride. In the publicity and promotion of various Asian Games activities, attention should be paid to improving citizens’ thoughts and further improving the cultural level and civilization quality of Hangzhou citizens. In the Asian Games full publicity process, enhance Hangzhou reputation and
international visibility. Certain standards should be set for the service personnel and volunteer service of the Asian Games, and fine training should be carried out many times before the competition. Relevant personnel also need to master the necessary medical and rescue knowledge to cope with emergencies. At the same time, the level of foreign language and cultural history should be strengthened to improve the volunteer service level of the Asian Games and ensure the quality of the Asian Games in Hangzhou.

5.3 Relying on Existing Resources, Creating Characteristic Projects and Promoting the Development of Sports

In the process of promoting the image of the city with the help of the Asian Games, Hangzhou should first rely on the existing cultural, sports, economic and other resources in Hangzhou to promote the development of public sports in Hangzhou and create characteristic sports. Secondly, through the Asian Games to shape the image of urban culture, in the premise of integrating into the characteristics of Hangzhou, better development of sports culture.

5.4 Resolve the Remains of the Competition, Coordinate the Planning and Strengthen the Sports Spirit of Citizens

Establishing a long-term mechanism for the development of sports events is the guarantee of long-term development of sports events, which can play a vital role and efficacy. Government departments should cooperate with the overall planning and coordination of guidance, combined with the characteristics of Hangzhou city culture held with Hangzhou characteristics of the Asian Games. Asian Games Village after the game can form a set of business, cultural expo, sports leisure, ecological living as one of the future community. In view of the sports cultural heritage left by the Asian Games, it is necessary to regularly organize sports cultural activities and continuously strengthen the sports spirit of Hangzhou citizens.

Acknowledgement

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References