

Analysis of the development of Chinese racing events - 2018 China Motorcycle Sports Conference as an example

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Abstract: This paper uses the literature data method, questionnaire survey method, logic analysis method and mathematical statistics method to expound the development background of Chinese motor sports. The first China Motorcycle Sports Conference held in Wuhan in 2018 is taken as an example. opportunity. The problem and challenge machine were analyzed. And put forward corresponding suggestions for the first China Motorcycle Sports Conference: to create top-level automobile event brands through track upgrade and event marketing, to provide technical knowledge protection by strengthening professional personnel training, and to promote public participation by consolidating the city's racing culture foundation.

1. Introduction

Motor racing usually refers to the use of internal combustion engines such as gasoline and steam, as well as the use of electric powered engines in racing sports in cars and motorcycles. Broadly speaking, motorsport is all competitions that use equipment equipped with electric motors, including races on the water and in the air, but it is customary to play on land, including four-wheeled racing and two-wheeled motorcycles. ^[1] The National Bureau of Statistics of China released the total output of the national sports industry in 2017 to be 2.1987 trillion yuan, an increase of 15.7% over the 1.901 trillion in 2016. ^[2] In the western developed countries such as the United States and the United Kingdom, the gains from motor sports account for a large proportion of the sports industry, and the Chinese motor sports industry is also developing rapidly. After 20 years of development, the Chinese automobile movement has entered the golden period of development. Various motor sports events have shown rapid development and have also played an important role in Chinese sports events. The purpose of this paper is to analyze the current situation of China's racing events and the in-depth analysis of the first China Motorcycle Sports Conference in Wuhan, and propose to build a well-known racing event brand, improve the operational level of the racing event, enhance the influence of the event, and create a city racing culture to promote Wuhan. Provide basis and reference for the development of urban motor racing.

2. Research methods

This study used literature data method, logic analysis method, questionnaire survey method and mathematical statistics method. Questionnaires for the "Reality and Challenges of the First China Motorcycle Sports Conference" were formulated. After the validity and reliability test, experts, officials, scholars, managers and participating urban residents of the domestic motor sports were distributed. A total of 1000 questionnaires were distributed, 989 questionnaires were returned, and 923 valid questionnaires, the effective rate was 92.3%. The analysis of the questionnaire data provides evidence for the analysis of the first China Motorcycle Sports Conference.

3. China Motorsport and Event Development Background

From the first Hong Kong-Beijing Rally in 1985 in China, to the top-level F1 in 2004 in Shanghai, China, China's motor racing has prospered in China after more than 20 years of development. All

kinds of automobile races are developed by the well-drilling type. The average number of automobile and motorcycle races recorded in the National Automobile and Motorcycle Management Center in 2010-2015 is more than 100, including 28 international games per year. In 2016, only the China Automobile and Motor Sports Federation held 14 categories of 44 international competitions, 18 categories of 80 domestic competitions, and more than 500 local competitions. In 2017, China Auto and Motorcycle completed 119 events throughout the year, including international There were 20 competitions, 99 national competitions, and more than 600 local competitions. According to the statistics of the independent property rights competition of the China Automobile and Motors Federation, at the end of 2017, the investment in various social events exceeded RMB 4.74 billion in addition to the construction cost of the venue. The construction of China's racing stadiums and campsites is heating up. Automobile races are favored by many cities in China for their cultural functions, urban marketing functions and eyeball effects. Cities with better economic bases have built tracks to seize the opportunities in the racing market. At present, there are already Beijing FCC, Shanghai F1, Shanghai Tianma Mountain, Chengdu International, Zhaoqing International and Zhuhai International Circuit, Ningbo International Circuit and other FIA-certified racing circuits. The large-scale racing stadium will be completed by the end of 2017. One. In the past three years, 9 large-scale racing stadiums started construction in 2106, 16 in 2017 and 22 in 2018. Since 2015, China's automobile camping industry has also experienced explosive growth. At the end of 2015, the total number of car campsites was 415 (225 built), and the number of car parks reached 958 at the end of 2016 (built 356), and was completed nationwide at the end of 2017. A total of 1,273 campsites under construction, of which 825 campsites have been built, by the end of 2018, 478 (including 46 stars) were awarded by China Auto. The racing company is growing stronger and bigger, creating an independent event IP. In the "TOP100" list of the most sponsored value sports events in 2017, four racing events were on the list. At present, the four leading sports companies in China's cross-country e-clan, Jingang, Shanghai Lisheng and Mingtai sports companies have developed rapidly, and other racing companies have also laid out the racing events. The rapid development of China's motor sports has put forward higher requirements for the professional operation of racing events, and has become the focus of building racing brand and sustainable development.

4. Analysis of China's first automobile and motorcycle sports conference

4.1 Background

The sports conference was called "Iron Horse" by the Wuhan Municipal Government, and the other four horses, including Wuhan Marathon (Han Horse), Wuhan Water Marathon (Water Horse), Wuhan International Flight Conference (Pegasus), Wuhan Horse Racing Festival (horse racing), also known as the "Five Horses Pentium" of Wuhan Sports Events, was held in the Sports Center of Wuhan Economic Development Zone during the Golden Week of China National Day in October 2018. This year's auto sports event is the first national comprehensive racing event authorized by the China Automobile and Motorcycle Federation and co-organized with the Wuhan Municipal Government. It has become the largest, highest-level, most comprehensive and most characteristic urban street event in China. It will be held for five consecutive years and has a huge positive impact on the domestic and international automotive industry. As Chairman Zhan Guojun of China Automobile and Motors Association said, "I hope that Wuhan's China Auto Parts Conference will become a world-renowned permanent brand like the 65th Macau Grand Prix."

4.2 Advantages and opportunities for development of racing events

1. China's first automobile and motorcycle sports conference has obvious advantages, mainly including:

First, it is the domestic comprehensive racing event with the most events, the most complete

competitions, the largest scale and the highest level. 60.71% of the respondents chose this item. This sports conference is the first time in China to gather 1 international and 6 national competitions, including the World Touring Car Championship, China Touring Car Championship, China Super Sports Championship, China Automobile Migration Championship, China Automobile Endurance Championship, China Truck Open. In the past, motor sports events were single-sport competitions, and this sports conference was to combine all kinds of events to make the event more abundant and more exciting. Second, the race cycle time is long and is in the eleventh golden week. 59.52% of the respondents chose this option. The event attracted 56 teams from 30 countries and regions, 291 vehicles participated, 450 Chinese and foreign media reporters reported, 5,000 staff participated, and about 100,000 people watched live, becoming the main choice for mass entertainment. Third, the track design is unique and advanced, and international standards. More than 50% of people have chosen this option. The track of this sports meeting is indeed unique. For the driver, this track is different from the general street race, and the curve is mostly challenging. For the audience, it is extremely challenging to give a very high appreciation. The design of the competition track is quite different. There are roads near Wanda Plaza and roads around Wuhan Sports Center, as well as surrounding urban roads. At the same time, these roads have been extensively remodeled. The total length of the track is 3 kilometers. There are 7 left-hand corners and 6 right-hand corners. Moreover, this track is a permanent standard, higher than the standards set by the International Automobile Federation. Fourth, the concept of the event is advanced and attracts people. In this questionnaire, the slogan of the conference is "To attract all kinds of people to the motorsport and fall in love with the car!" On-the-spot interviews with the attitude of the masses on the racing events show that most people are interested in the car, and the car is highly attractive as a fashion sport. The car is not only an elite culture but also a popular culture, through the intense nature of the car race itself. Entertainment, viewing and other characteristics, let them experience the car in speed and passion, feel the car, and finally fall in love with the car. Fifth, the racing event is highly ornamental. The event is very rich in content, the conference is not only professional Racing events, as well as fancy motorcycle shows, luxury classic car shows, famous singer concerts, fun interactive events.

2. China's first automobile and motorcycle sports conference has good development opportunities. There are:

The first is the transformation and upgrading of the automotive industry, and the automotive race has become the future development trend. Select this ratio to reach 60.71%. The sports conference is located in Wuhan Economic and Technological Development Zone and is the headquarters of automobile companies such as Dongfeng, Shenlong and Dongfeng Honda Automobile. The traditional automobile industry in Wuhan is also facing a transformation and upgrading. The racing industry is a new industrial model of the automobile industry and the sports industry. It belongs to the category of "sports +" or "+ sports". The success of the sports conference and its continuity have provided greater impetus and clearer direction for Wuhan to promote the transformation and upgrading of Wuhan Chedu through automobile races. Second, it is in a period of vigorous development of automobile sports, accounting for 55.48%. According to the statistics of China Motors and Motors Federation, in the two years from 2017 to 2018, there were 233 high-level single-car races held in China, including 202 national competitions and 31 international competitions. In recent years, Wuhan has also held various domestic auto races, and the number of auto sports clubs is also steadily high. In further investigations, Wuhan residents have a high level of enthusiasm for watching racing events, and the way to understand them is from media promotion, games to actual experience and participation. Third, people's living standards have improved, and sports and leisure have become important choices. This rotation ratio is 54.52%. The improvement of the living material level in China and the continuous increase in car ownership have prompted people to pay more attention to various types of recreational activities related to automobiles. Participating in sports and leisure, watching car events has become the choice of the 11th Golden Week. Fourth, the Wuhan Municipal Government and the China Automobile and Motorcycle Federation strongly support it. 45.95% chose this option. The success of an event is inseparable from the support of all walks of life. The China Automobile and Motors Federation and

the Wuhan Municipal Government are the organizers. The enterprises include Beijing Zhongqi Motor Sports Development Co., Ltd., Wuhan Sports Center Development Co., Ltd., and Dongfeng Fengshen Large Automobile. The company's support as a sponsor. The Wuhan Municipal Government Movement plays a key role in the settlement and organization of the sports conference. The government guarantees great efforts, guarantees transportation, security, roads, etc., and guides social forces to play the market mechanism. Fifth, the mass market of Wuhan's motor sports is better, mainly reflecting the increasing popularity of automobiles, and the vigorous development of motor sports has gradually become a popular culture. In further investigations, residents are enthusiastic about watching racing events, and the way to understand them is from media promotion, games to actual experience, and participation.

4.3 Problems and Challenges in Racing Events

While Wuhan holds the first China Motorcycle Sports Conference with obvious advantages and good opportunities, it also has corresponding problems and challenges of sustainable development.

1. There are corresponding problems in China's first automobile and motorcycle sports conference, mainly including:

First, there is no international professional racing track in Wuhan. In the survey, it shows that it is 60.24%. It can be seen that there is no professional international track is a key factor. The venue of the street race track is temporarily built. This is both an advantage and a disadvantage. The Wuhan International Circuit is still under construction. . However, compared with other cities, Shanghai has two international racing stadiums, including Shanghai International Circuit, which was built in 2004 and has a total cost of 240 million US dollars. It is the world's top racing event - the F1 Grand Prix China Station. Ground. The first race track in China with the F1 track was the Zhuhai International Circuit, which was built in 1996. In addition, the cities with international racing tracks include Beijing, Ningbo, Tianjin, Shanxi Taiyuan and Chengdu. Secondly, it is the lack of operational development capability of Wuhan racing events, mainly including insufficient professional competition experience, single operation mode and low marketization. Although Wuhan has hosted some large-scale events, this large-scale comprehensive racing event is held for the first time in China. The special experience of local racing events in Wuhan is lacking, in personnel, venues, equipment, fleets, models, maintenance, energy, information. Other aspects of regulating organizational capabilities need to be further improved. Therefore, not only the professional field has doubts about the experience of running the first China Motorcycle Sports Conference in Wuhan, but also the local people's support for the automobile and motorcycle conference is not very high. The two options of operating mode and marketization are not high, respectively, accounting for 52.14% and 52.38% respectively. It can be seen that the degree of marketization and operation mode of the operation of the first China Motorcycle Sports Conference in Wuhan is not high. On the one hand, the operational development capability of Wuhan's racing events will be accumulated on the one hand, and the successful operation mode will be introduced to Shanghai and Beijing. For example, Shanghai has always been the venue of the F1 Grand Prix China Station. So far, this international circuit has been successful. The 15th F1 Grand Prix was successfully held. In addition, international competitions such as the MotoGP China Grand Prix, the A1 China Grand Prix, and the World Motocross Championship China Station were held. Shanghai is ahead of the country in racing events. It is self-evident that Shanghai's racing events have formed an industrial chain, which stimulates local consumption by a series of audiences, drivers, tourists and so on. It can promote local related industries and also organize various commercial activities. It can strengthen the formation of derivative products and increase the commercial value of traditional racing events. ^[3] Third, it is the traffic situation in the event area. During the street competition, the relevant road sections were closed and closed to build the track. The time period is 10 days, so it has a great influence on the travel of the surrounding residents. In the survey on the acceptance of the blockade of the relevant roads during the event, there are 62.62% of people hold a wait-and-see attitude or oppose this blockade. During each event, the road will be blocked inevitably, especially if the scale of the sports meeting is so large, it is necessary to ensure the normal operation of the

event. Relevant departments only gain more understanding and support from the public through extensive publicity and enhanced guidance. Fourth, it is the promotion aspect of the event. The survey showed that the number of people who did not know about the sports meeting was the majority, indicating that the running company of the sports meeting still lacks in publicity. The full advertising before the game can not only enhance the popularity of the event, but also expand the influence of the event. And can improve the civilized image of the host city. Internet media, paper newspapers, posters can be used to publicize, spread the cultural knowledge of the event, create a racing culture atmosphere, help to cultivate more fans and develop the culture of the car race in Wuhan.

2. China's first automobile and motorcycle sports conference faces many challenges, including:

First, the competition itself is a challenge to promote Wuhan's urban construction. From the questionnaire, it is seen that the option of "the competition itself is a challenge to promote Wuhan urban construction" with the highest ratio of 61.67% is the most concerned issue. A large-scale sports event held in a city can greatly promote the development of the city's economy, humanities, science and technology, and culture, and has a great effect on the image building and cultural upgrading of the entire city. Shanghai's F1 Grand Prix has far-reaching influence on Shanghai's urban civilization construction, urban development orientation, city image shaping, and urban cultural fit. However, the operational efficiency of the event is low, and there are many problems facing sustainable development. We warned.^[4] Second, it is the competition of traditional sports events and the threat of other city car races. For the 55.24% "competition of traditional sports events" and 41.67% "the threat of other city car races", these two options belong to the market competition in the sports event industry. Within Wuhan, there is the Wuwang Open, Wuhan International Marathon, China International Road Cycling Race, International Crossing Festival, International Horse Racing Festival, National Mountaineering Festival and other famous traditional sports events in Wuhan, as well as the upcoming 2019 International Military Sports Games in Wuhan^[5]. Outside of Wuhan, taking Shanghai as an example, the F1 Grand Prix has been successfully held in Shanghai for 15 years. It also hosts many famous events such as the China Super Sports Car Championship, the MotoGP China Grand Prix, and the A1 China Grand Prix. Great competitiveness. These international sports events were held in Shanghai, which improved the level of economic, cultural and cultural development in Shanghai.^[6] Thirdly, Wuhan's automobile culture foundation is relatively weak, and the degree of fit with urban culture is not high, accounting for 44.05%. The late start of China's automobile races and the weak automobile culture foundation have always been the most prominent problems in the development of China's automobile and motorcycle sports. Wuhan has not yet formed its own unique automobile sports culture. The small French city of Le Mans is one of the top international cities in the world for its attention to the "Le Mans 24 Hours", and its endurance race is also one of the "three crowns" of the car race, and even the French Le Mans Endurance race is on its cultural heritage. Much more than the other two major events, such as Le Mans legendary driver Christensen is called "Mr. Le Man", the Japanese Toyota racing car in Le Mans is always bizarre feathers and called "Le Mans The curse and other racing cultures are relished by everyone^[7]. The culture of motorsport culture has not yet formed in China, and there is no cultural core connotation. In developed countries in the West, such as the United Kingdom, decades of experience in developing car racing has formed its unique cultural characteristics. Fourth, it is the lack of talents related to China's automobile races. The lack of talents related to automobile races has always been the most prominent problem in the motor sports industry. The total number of drivers in China's motor sports is small, the base number of young drivers is low, and the reserve talents are obviously insufficient. The professionals of various types of motor sports around the racing events It is also extremely scarce. There is no special talent training system for racing events in China. It mainly relies on associations, clubs to train themselves or other professional transfer jobs. The quantity and quality cannot meet the requirements. Professionals in motor sports events include drivers, fleet managers, maintenance technicians, logistics deployments, event organizers, referees, racing rescuers, media advocates, volunteers, security guards, medical security personnel, etc. Talents at all levels are not only huge but also

highly demanding. Accelerating the training of professional talents in racing events is an important part of the current development of motorsport.

5. Development Suggestions for the First China Motorcycle Sports Conference in Wuhan

5.1 Using Wuhan's own advantages to create brand events that are characteristic of Wuhan, improve its brand influence, and become an influential automobile event at home and abroad; accelerate the construction of professional-grade track while actively creating more characteristic and higher-standard street games In terms of operation mode, we draw on successful experience at home and abroad to improve the quality of the event and form a profit model; expand the marketing channels of the event, integrate with tourism, catering, accommodation and other industries to create an entertainment platform for the event, strengthen the derivative effect of the event, and stimulate local economic growth. .

5.2 Accelerate the training of professional talents in racing, encourage schools to start professional racing, and train professional automotive talents. Encourage social organizations and organizations to carry out training and train various professional talents. And accelerate the cooperation of the government, schools and social enterprises and organizations to cultivate various professional talents.

5.3 Use online and offline media to increase publicity and form a good automotive culture atmosphere; vigorously promote the racing culture, actively organize car-related promotional activities, set up a network platform for racing knowledge and culture, promote racing knowledge, and let more residents Know the car, know the car, watch the car.

Project Source: Wuhan Education Science “Thirteenth Five-Year Plan” Project “Research on the Supply Mode of Wuhan University Motorsports Talents under the Supply Side Reform” 2017C174, “Research on the Training Program of College Racing Talents under the Supply Side Reform” 2017C169; Wuhan Science and Technology Association The topic "Wuhan automobile industry transformation and upgrading (building automobile fashion industry) development path research" WHKX201917; Jiangnan University Research Institute key topic "about the establishment of China Racing Academy feasibility study" IWH20183002.

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