

Major Sports Event Organization Image Recognition

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Abstract. In this paper, we discuss the relationship between the organization image and its reputation, the matters of our country sports organization image management system establishment and managerial strategy, with the bid and organization and management experience of NBA games, the Beijing Olympic Games, Guangzhou Asian games sports event and several foreign Olympic Games. And with the literature material method, system design method, case analysis, logic analysis and other research methods, it solves many problems, such as how to build a sports organization image management system? How to create friendly public relations, create a good competition environment, and make the sports participation to get win-win? How to make the sports organization get good organization recognition? It provides certain reference and basis to rich the sports theory research and to sustain the operation of sports events in our country.

Introduction

With the implementation of the "Olympic plan" and the "national fitness plan", large Olympic sports and mass sports events organized by various departments have increased year by year. Sports events not only provide a good opportunity for the promotion of the image and position of the state, city, region, and school, but also bring a great impact on the society, economy, and communal environment of the host district. Competition theory has obtained the unprecedented development. As a new and comprehensive interdisciplinary, it combines with the system theory, the theory of project management, risk management theory, risk investment theory, marketing theory, theory of organizational behavior, human resource management theory and athletic competition organization theory, cleans out the definition of the concept of the sports event operation management, and puts forward the sports event operation management theory and the basis of the concept of sports event management, which has a deep understanding about the sports management.

In recent years, the research of sports image and reputation field is being subjected to the great attention of experts and scholars. From the domestic and overseas research, we can know that sports can promote urban visibility and change the image of city. It also explains how the sports event redefines the entire national image and investigates the role of multinational companies and host in the national image and the cultural reconstruction^[1], etc.

Especially Interiorly in 2004, Kai-Cheng Han etc. came up with the problems existing in the image construction of professional sports in China^[6]. In 2003, Dao-Jian Lou from the angle of public relations proposed that sports organizations use the reasonable way by planning and persistent efforts, coordinate and improve the internal and external relationships between organizations, establish and maintain a good image of the sports organization^[7]..... etc. Although these studies have involved in the investigation of the image, the focus is not the image of sports organizations.

As a result, this paper puts forward the subject "sports organization image management research in China", with literature method, system design method, case analysis, logic analysis, etc. its aims are to figure out how to build a sports organization image management system? How to create good public relations, create a good environment for competition, and make the sports participation get win-win? We discuss the relationship between the organization image and reputation, the matters of our country sports organization image management system establishment and management of strategy, with the bid, organization and management experience of NBA games, the Beijing

Olympic Games, Guangzhou Asian games sports event and several foreign Olympic Games. It provides certain reference and basis to rich the sports theory research and to sustain the operation of sports events in our country.

The demarcation of sports organization affirmation, the image of sports organization and the reputation and their relationships

The demarcation of sports organization affirmation, the image of sports organization and the reputation

The sports organization affirmation shows why organization exists. Image is the external of the organization. Reputation is the accumulation of the image in the process of management and this accumulation is a kind of lasting impression of organizations and institutions in other groups. Because the sport itself is not an organization, it is a temporary, non-profit organization composed of a variety of organizations, groups or individuals with sporting event organizing committee as the core.

As a result the demarcation of sports organization affirmation, the image of sports organization and the reputation is shown below.

(1) Sports organization affirmation: Sports organization affirmation focuses on the thought “what is the organization” and defines and positions organization in its located social space or cognitive environment. The point is that members’ cognition and understanding is associated with the organization ideas and the relationship between the organization members and organizations concerned [2]. With core, characteristics and sustainable main points, it shows to the organization managers, members of the organization, capital owners, as well as the public different organizations in the text form.

Thus, the demarcation of sports organization affirmation: it is a representation of the sports organization, as the spread of the management idea, image target and other signs and symbols impacts on the inside and outside of the organization. It is also a collective perspective of managers and external and internal members on the core of the sports organization, distinctiveness and persistence feature. Communication, the behavior of other members, organizational culture, and the internal and external environment will influence the formation of organization affirmation.

(2) The image of sports organization: It is the general impression of the certain sporting events organizing committee and its behavior by spreading, which means the public to the whole event organization view and the overall evaluation. It includes image planning, image perception and reflected image. And the specific performances are the members’ image of organization, administrator image, technology image, service image, environment image, events image, etc.

(3) The reputation of sports organization: It is the accumulation of various images in the process of sports management, which is a lasting impression of organizations and institutions in other groups.

The relationship of sports organization affirmation, the image of sports organization and the reputation

The sports organization image is closely associated with sports organization affirmation and influences each other. Sports organization image must involve the evaluation of the outside. The sports organization affirmation is a consciousness or heard of the internal and external members of organization for the organization characteristic system. For the internal, the sports organization image is a kind of external design and expectation. And sports organization affirmation is a kind of affirmation which is built by members in the internal organization activities and an external strategic rendering of the internal organization or members for the external. The information recipient gives the meaning by the observation perception and then couples back to organization. Therefore, the perception of sports organization image includes the external sponsors and the internal organization members. Public image affirmation involves internal and external organization information exchange.

The construction of sports organization image management system

The theoretical basis of the construction of sports organization image management system

The Scott and Lane's construction model of organization affirmation

The sports organization image management system

According to Scott and Lane frame structure, sports management theory and system theory, we construct the sports organization image management system as follows.

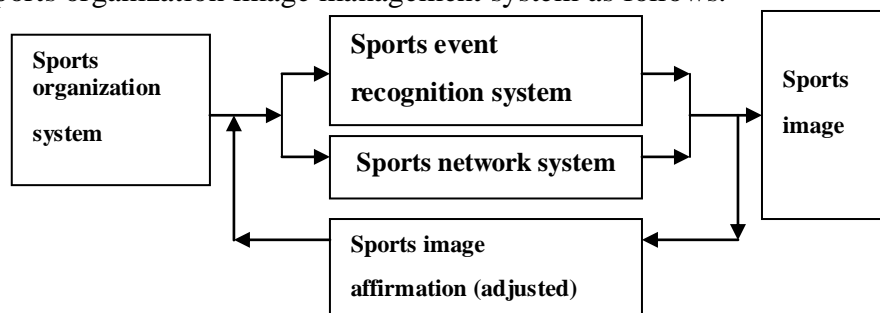


Figure 1 .the schematic diagram of sports organization affirmation system

- Sports organization system: It includes event start (selection, feasibility study, bid, the plan to create), planning organization (the formulation of a project), implementation and the regulation (evaluation), the end of the event [3].

- Sports organization affirmation system: It includes the affirmation of the all organization members and the external organization affirmation of the social public.

- Sports recognition system: It includes concept identification, behavior identification and visual identification.

- Sports network system: It includes the image of the relationship with government departments, the image of the relationship with an individual sports association, the image of the relationship with the host organization, the image of the relationship with the sponsors group, the image of the relationship with the media, the image of the relationship with events participation and so on.

- Sports image system: It includes sport internal image (the image positioning, the spirit and values of the organization event, the credibility of the organization, the cohesive force of the organization, etc.) and external image (the name, the symbol, the slogan of the event, etc.).

The management mechanism of the sports organization image

Set up the affirmation of the internal and external organization members and the public affirmation mechanism of the organization image, keep the organization long-term competitive advantage, and make the integral improvement come true. Sports organization establishes the nuclear, superior and relatively stable organization affirmation by the internal and external members of the organization. This affirmation is on the basis of the sports environment, which includes city, state, country, region, and the whole behavior of the nation in language, culture, past sports events, the general feeling and the climate and other elements. The sports property is composed of the sports history, the system environment, the scope, the scale of sports nature, the practical equipment or strategy, and the impact. The organizing characteristics of the sports organizing committee is the process of the affirmation of the leadership ability, the ability of organization members and the reputation and the management method of the members in the organization.

For example, Lillehammer Olympics in 1994 is regarded as a "green Olympics" for the first time. The reputation is generally accepted and has been taken to the 2000 Sydney Olympic Games and the Torino 2006 Olympic Games. The 2008 Beijing Olympic Games is also praised as "green Olympics, hi-tech Olympics, culture Olympics". But in other cases, for instance, the Atlanta Olympic Games in 1996, because of excessive commercial activities resulting in the reputation of "commercial events", make the person feel overly commercial, has made people nose out excessive commercial flavor. The reputation "financial failure" has brought the long-term debt (30 years) for

the Quebecois. In fact, in these cases, the negative image before the start of the sports event has produced or showed up and has been extended in the sports process, which results in the image accumulation after the sports.

It is well known that the NBA games have the perfect market-oriented operation, the mature business philosophy, the omnidirectional and multi-level product packaging, which make it become by far the world's most successful sports product. Since the NBA was founded in 1946, it has closely revolved around the core start point of the sports image "the world's highest level of basketball game". In recent years, with the strategy of the slogan "think globally, act locally", it not only sticks to the original image and create a consistent global brand, but also meets the requirements of the local market in the localization manner.

Throughout the NBA games, it has a clear image plan, the strong sports organization leadership ability and the professional dedication, so it has the internal organization affirmation with the core of the sports organization. And with the organization affirmation of organization peripheral sponsors represented by Nike and Adidas and the external organization image affirmation of the media, the event has the lasting competitive advantage. This is why the other three occupation alliances can't catch up with the NBA.

Therefore, what makes the sports event organization keep the organization long-term competitive advantage is that it has the core, superior and stable organization affirmation in an ever-changing competitive environment and the peripheral affirmation in which continuous change can cooperate with the environment change. The performance is the highly efficiency of the sports organization, the balanced development of the sports organization, the positioning accuracy of the sports event image, the good reputation of the sports organization, and the strong cohesion of the sports organization. Eventually it can make the spirit and the values of event organization realized and enforce the whole improvement of the organization.

Construct the sports network relationship system, form good public relations and event environment through the dissemination of information, communication and coordination, and then achieve a win-win situation with the event participation. With the dissemination of information, the coordination with government departments, the single sports association, the undertaker organization and the sponsors outside of the organization, the sports event organization plans the image, strengthen the communication with the media and sports participation, improves the relationship with the public and then forms a good organization image.

On the one hand, it can acquire the information feedback of the sports organization position and make the organization to obtain more accurate information. The strong cohesion can enhance the staff's honor sense and the enterprise, make them generate the sense of belonging and sense of identity and promote the lasting development of sports event organization. On the other hand, it can obtain the support of the government departments, the single sports association, the undertaker organization and the sponsors outside of the organization, media and the sports participation. And then it will have stronger competitiveness in the fierce market competition.

A good organization image can produce a strong calling, give confidence to the public and sports sponsors and enable the organization to obtain a good environment for the operation and the lasting development of sports event. All aspects of the public understanding and support for the event organization are priceless.

For example, the International Olympic Committee (IOC) distributes the business income of the Olympic Games to more than 200 countries and regions, the international individual sports organizations, and the organizing committee of the Paralympic Games, etc. The laggard team is given priority to choose the good players in the NBA draft work to guarantee the balance of competitive power between teams. Professional alliance in the distribution of benefit inclines to small cities and poor competitive clubs and makes sure that they have the ability to sign a contract with top players. The purpose is to maintain the balance of competitive level in the league.

The final result of the establishment of good public relations is to get the win-win situation with the government, the win-win situation with the undertaker organization, the win-win situation with the single sports association, the win-win situation with the events sponsored groups and merchants,

the win-win situation with the sports participation including athletes and referees and the win-win situation with the media, network, and the audiences.

Establish a sports event recognition system, through the concept identifying, behavior identification and visual identification, and obtain good sports image affirmation to keep the persistent and sustainable development of the sports event. With the concept identifying, behavior identification and visual identification method, sports event recognition system use a variety of external media in a constant way to pass on characteristics, spirit, idea, and image of the organization to the public and make a deep impression in the public. (chart1)

Chart 1: List of event management organization image recognition system

Recognition system	The category	The instances
Concept identification	Sports culture orientation Sports operation concept Sports management idea	The charitable activities of torch relay, athletes, or groups, the performance of the sports participation, fund investment conference, press conference, the team presentation and the formal or informal conference. Radio, television, network (sports organization registration), print and written (oral) publicity, etc. The pre-competition slogan, building decoration, flagpole, information booklet, commemorative stamps, commemorative postcard, image ambassador of the athletes, etc.
Behavior identification	The behavior of the nation, the region or the organization, the behavior of the team, the individual and the external members of the organization	
Visual identification	Language recognition, symbol recognition	

Chart 1 shows that the sports organizing committee, with radio, television, network (sports organization registration), print and written (oral) publicity and the pre-competition slogan, building decoration, flagpole, information booklet, commemorative stamps, commemorative postcard, image ambassador of the athletes, spreads the sports idea to the public. With the charitable activities of torch relay, athletes, or groups, the performance of the sports participation, fund investment conference, press conference, the team presentation and the formal or informal conference, the sports organizing committee shows the sports organization image to the public, give the public a full understanding and perception of sports event, and give the sports event a reasonable affirmation to affirm the sports event and the sports event organization image.

For example, the Beijing Olympic Committee put forward different ideas in the 2008 Olympic Game bid and preparation work and the different phase, such as the idea "makes a successful bid for the Olympics and win honor for our motherland", the idea "green Olympics, humanistic Olympics, technology Olympics", the idea "one world, one dream" and so on. A series of activities have been taken advantage in different phase, such as: the National Olympic Races, the torch relay of the Olympic flame, various Olympic cultural festival, the "Green dream, colored Olympics" painting match of all kinds of schools and so on. In the scope of politics, economy, culture and tourism, the ideas have been spread all over the world through the character, language, media and network, and have been obtained the affirmation of the International Olympic Committee (IOC) and the world.

For the small and medium-sized match and the professional league game, this affirmation accumulation can make the event lasting and sustainable development. For the significant event, for instance, the 2008 Beijing Olympic Games has achieved the good image of the Olympic event and sports organization-- "material heritage and spiritual heritage".

Conclusion

The process of the sports organization image management: the Sports Event Committee plan the event and the event organization image, obtain the internal affirmation of the organization image with the perception of all the organization members, coordinate the relationship between the internal organization and the external organization and obtain the affirmation of the sports organization image by the recognition system. Through the affirmation of all organization members and the affirmation mechanism of the organization, it can keep the organization long-term competitive advantage and realize the whole improvement. Through sports network system, the recognition system, it can construct the sports network relationship system, form good public relations and event environment through the dissemination of information, communication and coordination, and then achieve a win-win situation with the event participation. And it also can obtain a good sports event image and get the lasting and sustainable development. The affirmation and management of the sports event organization is the burgeoning research subject, it needs further research on other aspects of the organization.

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