

The Economic Impact of the China International Ultra Marathon on the Host City: A Case Study of Shanghai

Yunjin Zhou¹, Feng Liu¹, Wenbin Gao¹ & Jiajia Sun¹

¹ Zhejiang University, Hangzhou, Zhejiang, China

Correspondence: Wenbin Gao, Zhejiang University, Hangzhou, Zhejiang, China.

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Abstract

Hosting the China International Ultra Marathon presents numerous opportunities and challenges for the host city. This article explores the potential benefits, such as boosting local businesses and industries, creating employment opportunities, developing infrastructure, enhancing marketing and promotion efforts, and generating positive impacts on the local tourism industry. Additionally, it examines the challenges and considerations involved, including potential costs and financial implications, mitigating negative environmental impacts, and ensuring inclusivity and community engagement. By understanding and addressing these factors, the host city can maximize the benefits and minimize the potential risks associated with hosting the China International Ultra Marathon.

Keywords: China International Ultra Marathon, host city, boost in local businesses, infrastructure development, marketing and promotion, tourism industry

1. Introduction

1.1 Background of the China International Ultra Marathon

The China International Ultra Marathon is a prestigious event that attracts runners from around the world. It is an ultra-distance race that tests the endurance and determination of participants. This event has gained significant popularity over the years and has become a major highlight in the international racing calendar.

The China International Ultra Marathon was first held in 2014 and has since grown in scale and stature. It is organized by the Chinese Athletics Association and supported by various government bodies and sponsors. The race is held in different cities across China each year,

showcasing the country's diverse landscapes and cultural heritage.

The ultra-marathon has gained attention not only for its sporting significance but also for its economic impact on the host cities. The event attracts a large number of participants, spectators, and media attention, leading to various economic benefits for the host city. Understanding the economic impact of the China International Ultra Marathon is crucial for host cities as it can help them leverage the event to boost their local economies and promote tourism.

In this paper, we will examine the economic impact of the China International Ultra Marathon on the host city, with a particular focus on the case study of Shanghai in 2020. We

will explore the various ways in which hosting this event has contributed to the economic development of Shanghai, including increased tourism, local business growth, and infrastructure development. By analyzing these factors, we aim to provide insights into the positive effects that international sporting events can have on the host cities and their economies.

Overall, this research aims to highlight the significance of the China International Ultra Marathon and its economic impact on the host city of Shanghai. Through this study, we hope to provide valuable insights for future host cities in leveraging such events for economic growth and development.

1.2 Significance of Studying the Economic Impact on the Host City, Shanghai

Studying the economic impact of the China International Ultra Marathon on the host city of Shanghai is of great significance for several reasons.

Firstly, hosting international sporting events like the China International Ultra Marathon can have a substantial economic impact on the host city. Understanding the specific economic benefits and challenges that arise from hosting such events can help cities make informed decisions and effectively plan for their future development. By analyzing the economic impact, city officials and event organizers can identify areas for improvement and develop strategies to maximize the positive outcomes.

Secondly, the China International Ultra Marathon attracts participants, spectators, and media attention from around the world. This influx of visitors can result in increased tourism and visitor spending in the host city. By studying the economic impact, we can gain insights into how hosting international events can contribute to the growth of the local tourism industry and generate revenue for various sectors, such as hospitality, retail, and transportation.

Thirdly, the China International Ultra Marathon provides opportunities for local businesses and industries to thrive. The event creates a platform for local vendors, suppliers, and service providers to cater to the needs of participants and spectators. By examining the economic impact, we can understand how hosting such events can stimulate the growth of local businesses, create employment opportunities, and generate income for the city's economy.

Lastly, studying the economic impact of the China International Ultra Marathon on Shanghai can provide valuable lessons and best practices for future host cities. As more cities around the world vie to host international sporting events, understanding the economic implications and potential challenges can help guide their decision-making processes. By analyzing the experiences of Shanghai, other cities can learn from its successes and avoid potential pitfalls, ultimately maximizing the economic benefits derived from hosting such events.

2. Overview of Shanghai as the Host City

2.1 Brief Introduction to Shanghai

Shanghai, located on the eastern coast of China, is one of the country's most vibrant and cosmopolitan cities. It is the largest city in China by population and serves as a major global financial hub and center for trade and commerce. With its modern skyline, rich cultural heritage, and booming economy, Shanghai has established itself as a top destination for both business and tourism.

Shanghai is renowned for its iconic landmarks, such as the Oriental Pearl Tower, the Bund, and the historic French Concession. The city is also home to numerous museums, art galleries, and theaters, showcasing its thriving arts and cultural scene. Additionally, Shanghai hosts a wide range of international events, including trade fairs, conferences, and sporting competitions.

2.2 Importance of Hosting International Events in Shanghai

Hosting international events in Shanghai holds immense importance for both the city and the event organizers. Shanghai's status as a global financial and commercial center offers numerous advantages for hosting such events. Some key reasons why Shanghai is an attractive host city for international events include:

a. Global visibility and reputation: By hosting international events, Shanghai gains increased global visibility, attracting attention from participants, spectators, and media outlets worldwide. This exposure helps enhance Shanghai's reputation as a leading international city and can lead to long-term benefits in terms of attracting investments, businesses, and tourism.

b. Economic impact: International events like the China International Ultra Marathon bring in a

significant influx of visitors, leading to increased tourist spending and economic growth. The spending by participants, spectators, and media professionals contributes to various sectors, including accommodation, restaurants, transportation, and retail. This boost in economic activity can have a positive impact on the local economy and job creation.

c. **Infrastructure development:** Hosting international events often requires infrastructure upgrades and improvements. These investments can have long-term benefits for the host city, enhancing its transportation networks, accommodation facilities, and sports venues. The infrastructure development spurred by hosting international events can improve the overall quality of life for residents and attract future events and investments.

d. **Cultural exchange and promotion:** International events provide a platform for cultural exchange and promote understanding between different nations and cultures. By hosting events in Shanghai, the city can showcase its rich cultural heritage and diversity, fostering cross-cultural dialogue and promoting its unique identity.

3. Economic Benefits of Hosting the China International Ultra Marathon

3.1 Increase in Tourism and Visitor Spending

Hosting the China International Ultra Marathon has a significant impact on tourism in the host city, leading to an increase in visitor spending. The event attracts participants, their families and friends, as well as spectators from both within China and internationally. These visitors contribute to the local economy through various forms of spending, including accommodation, dining, transportation, shopping, and entertainment.

The influx of visitors for the ultra-marathon creates a surge in demand for accommodation, ranging from hotels to guesthouses and homestays. This increased demand not only benefits established hotels but also provides opportunities for small businesses and local entrepreneurs to offer accommodation services and generate additional revenue.

Furthermore, the event boosts spending in the food and beverage sector. Participants, spectators, and support staff require meals and refreshments during their stay in the host city. This leads to increased business for restaurants,

cafes, and street vendors, as well as local food suppliers. The event also offers an opportunity for showcasing local cuisine and specialties, attracting visitors to explore the local culinary scene.

Transportation services also benefit from the increase in tourism. Visitors require transportation to and from the event venues, as well as for exploring the host city's attractions. This leads to increased demand for taxis, ride-sharing services, public transportation, and car rentals. The transportation sector experiences a surge in revenue during the event period.

Visitor spending extends beyond the event itself. Participants and spectators often take the opportunity to explore the host city's tourist attractions, cultural sites, and shopping districts. This leads to additional spending on entrance fees, souvenirs, fashion, and other retail items. The increased footfall in shopping areas stimulates local businesses and boosts sales.

3.2 Boost in Local Businesses and Industries

Hosting the China International Ultra Marathon provides a significant boost to local businesses and industries in the host city. The event creates a surge in demand for various goods and services, which benefits a wide range of sectors within the local economy.

One of the key sectors that experiences a boost is the hospitality industry. The increased number of participants, spectators, and support staff requires accommodations, ranging from hotels to guesthouses and rental apartments. This surge in demand for lodging creates opportunities for hotels to increase occupancy rates and generate higher revenues. Additionally, the event also provides opportunities for smaller accommodation providers, such as bed and breakfasts and homestays, to cater to the needs of participants and spectators, thereby supporting local entrepreneurship.

The food and beverage industry also sees a significant boost during the event. Participants, spectators, and support staff require meals and refreshments throughout their stay in the host city. Restaurants, cafes, and food vendors experience increased business, catering to the higher demand. This surge in demand not only benefits established eateries but also creates opportunities for local food suppliers and producers to provide ingredients and supplies, supporting the agricultural and food sectors.

Retail businesses also benefit from the increased footfall during the event. Participants, spectators, and visitors often take the opportunity to explore the host city's shopping districts, looking for souvenirs, sports equipment, and other retail items. Local stores, boutiques, and malls experience an upswing in sales, contributing to the growth of the retail sector.

Furthermore, the event provides opportunities for various service providers, such as transportation companies, event management firms, security services, and media agencies. These businesses benefit from the increased demand for their services during the event, generating revenue and creating employment opportunities.

The event also has a positive impact on local tourism-related businesses, such as tour operators, travel agencies, and tour guides. The influx of visitors for the ultra-marathon leads to increased demand for city tours, cultural excursions, and other tourist activities. This supports the local tourism industry and its associated businesses.

3.3 Employment Opportunities and Job Creation

Hosting the China International Ultra Marathon creates numerous employment opportunities and contributes to job creation in the host city. The event's scale and scope require a significant workforce to ensure its smooth operation and provide services to participants, spectators, and support staff.

Firstly, the event itself requires a range of personnel, including event organizers, race officials, medical staff, security personnel, volunteers, and support staff. These roles are essential for the successful execution of the ultra-marathon and contribute to job creation during the event period. Event organizers often hire local staff to assist with event logistics, registration, and participant support. Security companies employ additional personnel to ensure safety and crowd management. Medical professionals are needed to provide healthcare services and emergency response during the event.

Secondly, the increased demand for goods and services related to the event leads to job creation in various sectors. The hospitality industry, including hotels, restaurants, and food service providers, requires additional staff to meet the heightened demand for accommodation, dining, and catering services. Retail businesses hire

more employees to handle increased customer traffic and sales. Transportation companies may need to recruit additional drivers, conductors, and support staff to meet the heightened demand for transportation services. These employment opportunities across different sectors contribute to job creation in the host city.

Furthermore, hosting the China International Ultra Marathon can have a positive impact on the local tourism industry, which in turn generates employment opportunities. The influx of visitors during the event period leads to increased demand for tour guides, city tour operators, translators, and other tourism-related services. Local businesses and attractions may also hire additional staff to accommodate the higher number of tourists.

The event also provides opportunities for local entrepreneurs and small businesses to showcase their products and services. This can lead to the creation of new businesses and the expansion of existing ones, thereby contributing to job creation and entrepreneurship in the host city.

Moreover, the event's positive economic impact on the local economy, such as increased tourism and economic activity, can have indirect effects on job creation. As businesses experience growth and expansion, they may require additional workforce to meet the increased demand. This can lead to job opportunities in sectors such as construction, manufacturing, and professional services.

4. Infrastructure Development and Investment

4.1 Upgrades to Transportation and Accommodation Facilities

Hosting the China International Ultra Marathon often necessitates upgrades to transportation and accommodation facilities in the host city. These improvements aim to enhance the overall experience for participants, spectators, and visitors, as well as to accommodate the increased demand generated by the event.

Transportation infrastructure upgrades may include improvements to roads, highways, and public transportation systems. The host city may invest in expanding and improving road networks to ensure smooth traffic flow during the event. Public transportation services, such as buses and trains, may see upgrades to accommodate the higher number of passengers traveling to and from the event venues. These transportation infrastructure upgrades not only

benefit the event but also have long-term benefits for the host city's overall transportation system, enhancing connectivity and improving mobility for residents and future visitors.

Accommodation facilities also undergo upgrades to cater to the increased demand during the event. Existing hotels may undergo renovations to improve their capacity and amenities, ensuring that they can accommodate the higher number of guests. Additionally, the event may create opportunities for new hotel developments, leading to increased investment in the hospitality sector. These improvements in accommodation facilities not only benefit the event but also contribute to the long-term growth of the tourism industry in the host city.

4.2 Renovation and Construction of Sports Venues

The China International Ultra Marathon may require the renovation or construction of sports venues to meet the specific requirements of the event. The race course needs to be designed and prepared to provide a challenging and safe route for participants. This may involve renovating existing tracks, trails, or roads, as well as constructing additional facilities such as rest areas, aid stations, and medical support points along the course.

In some cases, the event may require the construction of new infrastructure, such as a dedicated start and finish line area or temporary structures to accommodate participant registration, race expos, and other event-related activities. The construction and improvement of sports venues not only support the successful execution of the ultra-marathon but also leave a lasting legacy for the host city, providing facilities that can be utilized for future sporting events, training, and recreational activities.

4.3 Long-Term Benefits for the Host City's Infrastructure

Hosting the China International Ultra Marathon can bring about long-term benefits for the host city's infrastructure. The investments made in transportation, accommodation, and sports venues during the event can have lasting impacts beyond the immediate event period.

Upgrades to transportation infrastructure, such as improved roads and public transportation systems, enhance the host city's overall connectivity and mobility. These improvements benefit not only the event but also the daily lives of residents and the efficiency of the city's

transportation network. The enhanced infrastructure can attract future events, conferences, and visitors, contributing to the city's long-term economic development.

Similarly, improvements in accommodation facilities, including renovations and new developments, contribute to the growth and quality of the host city's hospitality sector. These upgraded facilities can attract more tourists, conferences, and business travelers in the future, leading to increased revenue and job creation in the hospitality industry.

The construction and renovation of sports venues provide a lasting legacy for the host city, creating facilities that can be utilized for various sporting events, recreational activities, and training programs. These venues can attract future sports competitions, training camps, and sports-related tourism, contributing to the development of the sports industry and promoting a healthy and active lifestyle among residents.

5. Marketing and Promotion of the Host City

5.1 Enhanced Global Visibility and Reputation

Hosting the China International Ultra Marathon provides an opportunity for the host city to enhance its global visibility and reputation. The event attracts participants, spectators, and media attention from around the world, leading to increased exposure for the host city on an international stage. Media coverage, both local and international, highlights the city's infrastructure, landmarks, culture, and hospitality, showcasing its unique attributes to a global audience.

The exposure gained from hosting the event can significantly improve the host city's reputation as a vibrant and dynamic destination. It helps to position the city as a top choice for tourism, business, and investment opportunities. The positive image projected during the event can have a long-lasting impact, attracting future visitors, residents, and investors.

5.2 Attraction of Future International Events and Investments

Hosting the China International Ultra Marathon can act as a catalyst for attracting future international events to the host city. The successful execution of the event demonstrates the city's ability to organize and host large-scale sporting events. This reputation can make the host city an attractive destination for organizers

of other international events, such as conferences, trade fairs, and cultural festivals. The city's experience in hosting the ultra-marathon, coupled with the infrastructure and facilities developed for the event, can give it a competitive edge in bidding for future events.

Moreover, hosting international events can attract investment opportunities for the host city. The exposure gained from hosting the China International Ultra Marathon can capture the attention of domestic and international investors who see the potential for growth and development in the host city. The increased visibility and positive reputation can lead to new business ventures, partnerships, and collaborations across various industries, contributing to the economic development and diversification of the local economy.

5.3 Positive Impact on the Local Tourism Industry

Hosting the China International Ultra Marathon has a positive impact on the local tourism industry. The event attracts participants, spectators, and media attention, generating increased interest in the host city as a tourist destination. Visitors who come for the event often extend their stay to explore the city's attractions, landmarks, and cultural sites. This leads to increased tourism spending on accommodations, dining, shopping, and entertainment, benefiting the local economy.

The exposure gained during the event can also attract future tourists who are inspired by the host city's scenic beauty, cultural heritage, and vibrant atmosphere. The positive experience and word-of-mouth promotion from participants and spectators can contribute to a sustained growth in tourism even after the event concludes.

Furthermore, hosting international events like the China International Ultra Marathon can help diversify the tourism offerings of the host city. The event showcases the city's capacity to host large-scale sporting events, providing an additional draw for sports tourism. This can attract sports enthusiasts, running clubs, and other athletes to visit the host city for training, participating in local races or exploring the running routes.

6. Challenges and Considerations

6.1 Potential Costs and Financial Implications for the Host City

Hosting the China International Ultra Marathon

can involve significant costs for the host city. The expenses may include infrastructure upgrades, venue construction or renovation, event organization, marketing and promotion, security arrangements, and logistics. The financial implications need to be carefully considered, as the host city may need to allocate resources and secure funding to cover these costs. It is important to conduct a thorough cost-benefit analysis and explore potential revenue streams, such as sponsorship, ticket sales, and tourism-related spending, to ensure that the event is financially viable for the host city.

6.2 Mitigating Negative Environmental Impacts

Hosting a large-scale event like the China International Ultra Marathon can have environmental impacts that need to be addressed. The influx of visitors and increased activity during the event can lead to higher energy consumption, waste generation, and carbon emissions. It is crucial for the host city to implement measures to mitigate these negative environmental impacts. This may include promoting sustainable practices, encouraging waste management and recycling, utilizing renewable energy sources, and minimizing the carbon footprint of the event. Collaboration with environmental organizations and local communities can help develop and implement effective sustainability strategies.

6.3 Ensuring Inclusiveness and Community Engagement

Hosting the China International Ultra Marathon should be inclusive and engage the local community. It is important to ensure that the event benefits all members of the community and is accessible to a diverse range of participants and spectators. This may involve providing opportunities for local athletes, organizing community outreach programs, and involving local businesses and vendors in the event. Community engagement can also include cultural activities, volunteer programs, and educational initiatives that promote a sense of ownership and pride among the local residents. Inclusiveness and community engagement can help foster positive relationships and ensure the long-term success and support for the event.

In summary, hosting the China International Ultra Marathon comes with various challenges and considerations. The potential costs and financial implications need to be carefully

assessed, and strategies should be developed to secure funding and ensure financial viability. Mitigating negative environmental impacts through sustainable practices is crucial, and community engagement and inclusiveness should be prioritized to ensure the event's success and positive impact on the host city and its residents. By addressing these challenges and considerations, the host city can maximize the benefits and minimize the potential risks associated with hosting the China International Ultra Marathon.

7. Conclusion

Hosting the China International Ultra Marathon offers a range of opportunities and challenges for the host city. The event has the potential to boost local businesses and industries, create employment opportunities, develop infrastructure, enhance marketing and promotion efforts, and generate positive impacts on the local tourism industry. However, it also requires careful consideration of potential costs and financial implications, mitigation of negative environmental impacts, and the inclusion and engagement of the local community.

By addressing these challenges and opportunities, the host city can maximize the benefits of hosting the China International Ultra Marathon. It can leave a lasting legacy through improved infrastructure, increased tourism, and enhanced global visibility and reputation. The event can also attract future international events and investments, contributing to the long-term economic development of the host city.

Overall, hosting the China International Ultra Marathon is a complex endeavor that requires strategic planning, collaboration, and careful management. With proper consideration and implementation of strategies, the host city can leverage this event to create a positive impact on its economy, infrastructure, and community, while showcasing its unique attributes to a global audience.

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