

Fusion Development Path between "Han Ma" and Urban Culture

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Abstract: This study used the methods of literature review, comparative analysis, experts visit, site visit, and case analysis. Analyzing the current situation of some city marathon races at home and abroad, as well as the integration of marathon and city culture. Based on this present status, the study put forward development routes of fusing Wuhan marathon with city culture. This study deem that the integration of Wuhan marathon and city culture should centre on building competition brand, attaching the importance of city spirit, prefecting the construction of city attractions, developing the inside information of the city and the competition system, relying on cultural industries, and realizing the people-oriented idea.

Introduction

Urban culture is regarded as the spirit and soul of the urban space culture from and is the social value engine. Sports events, especially the international major sports events, often can form a powerful propaganda on the formation of a city's development and influence. Big sport events have been held in many cities at home and abroad for improving the influence of the city, shaping the image of the city and setting up the city brand. In this environment, the participation of urban marathon become the primary choice of construction and highlight urban culture. In recent years, with the Shanghai International Marathon, Beijing Marathon, Xiamen International Marathon as the representative of the large city marathon bring huge social benefits for the city's cultural construction. Events and tourism factors as the driving force, the city marathon and city cultural integration is developing rapidly.

The Origin and Evolution of the Marathon

The Origin of the Marathon

In 490 BC, the athenians defeated the persians in the war, then a soldier run to Athens from the Marathon P lain without halt to report the victory of the war. But because of the long trip the soldier was dead after he reported the win. This historical event becomes the origin of the marathon. In 1896, when the first modern Olympic Games were held in Athens, Greece, the Olympics organizers strived to create a popular sporting events. The historian and philosopher, Mr. Al first proposed the idea of a marathon. His idea of the modern Olympic Games in 1896, had become a reality and obtained the full support of "the father of the modern Olympic Games" Coubertin, also welcomed by the greeks later. Then the committee decided to use 42195 metres as a long distance race, and entitled the marathon race.

The Development Status of City Marathon

Marathon has a long history of development, and it has the characteristics of competitive, groupment, comprehensive. Its prevalence cannot leave the development of social productivity and the formation of people's health. Around the world, in various countries and cities actively carry out the marathon, make it become a kind of wide public participation and big social influence of the event[1]. Internationally, the famous Boston marathon began in 1897, the event held a long time and large scale, is a model of a marathon race. The influence of New York Marathon is in the second

place after the Boston Marathon in 1970. Beijing International Marathon, with its unique advantages and resources to become city marathon benchmark events, widely recognized at home and abroad. The success held of Shanghai International Marathon, Xiamen International Marathon gradually become a well-known brand with international influence.

Table 1. 2011-2015 national marathon held statistics

year	Events held number	Increased number
2011	22	
2012	33	11
2013	39	6
2014	51	12
2015	134	83

Note: data from China's marathon's official website

Table2. The number of some marathoners in China 2015

Event name	registration number	actual participants
Shanghai International Marathon	126789	35000
Beijing International Marathon	61558	30000
Guangzhou Marathon	78083	30000

Note: data from China's marathon's official website

The Present Fusion Situation between Marathon and Urban Culture

Big sporting events are often able to become emblematic of a city and its urban cultural identity with its high popularity and wide social influence. City marathon started late in China, but its development speed quickly. Today, city marathon has been integrated into our daily life, culture, social civilization and other various aspects. Its influence present a "multi-level, comprehensive and integrated" distribution. City marathon has become the synonymous with a healthy lifestyle, also displayed platform of urban spirit and promoted urban cultural window [2]. Marathon held in the city with regional characteristics, such as the Beijing International Marathon using the capital status, historical culture and landmarks to rationally design the circuit. The track passed by Tian'an Men, Chang'an Avenue and thus it formed a beautiful scenery line. Xi 'an Ancient Wall International Marathon put the ancient town on the track for highlighting its characteristic of historical and cultural city. Yangzhou Jianzhen International Half Marathon made monk Jianzhen spirit as the theme and point of the marathon and city culture. Now "Han Ma" Wuhan Marathon is a new event. How to promote the fusion of "Han Ma" and Wuhan city culture is to make "Han Ma" as the international first-class sporting events and the key to enhance the competitiveness of wuhan city culture.

Table3. point of the marathon and city culture of our country

city	year	City culture
BeiJing	1981	historical culture, landmarks
Xi'an	1993	Ancient Wall
ShangHai	1996	The bund landscape
XiaMen	2003	Sea Garden
YangZhou	2006	monk JianZhen spirit
ZhengZhou/KaiFeng	2007	Ancient culture
NanJing	2008	Nanning liberation day
TaiYuan	2010	History of city construction

Note: data from China's marathon's official website

"Han Ma"

"Han Ma" means Wuhan Marathon, and Han is short for Wuhan, 2016 Wuhan DongFeng Renault Marathon successfully held on April 10th, 2016. The total enrollments of the first marathon in Wuhan were 61738, applicants came from five continents, covered 34 provinces and autonomous regions, among them, the number of foreign applicants were 150. "One city, two rivers ,three towns,four bridges and five lakes" were the characteristic of Wuhan Marathon, known as the "most beautiful marathon" at home. The session of "Han Ma" was successfully held that cannot leave the strict management, the reasonable planning and preparation, volunteers and other related personnel services. From the point of game brand and popularity degree, "Han Ma" is gradually expanding awareness and shaping the events in the early stage of the brand[3]. Promoting "Han Ma" and Wuhan city cultural fusion, shaping of Wuhan urban image, making its rapid mature and becoming a well-known brand, it need to learn from the experience of the domestic and international famous city marathon.

Development Path of "Han Ma" with Wuhan City Culture

The Marathon Spirit Combined with the City Spirit

The marathon spirit can fully reflect the sport spirit. "Challenge ourselves, beyond the limit, perseverance, never give up" are the highly generalization of the marathon spirit. To carry out the city marathon can cultivate the positive and enterprising spirit of the city. From the angle of community, the marathon spirit, marathon can break the social exclusion. The individual participation are different color skin from different cities , this is the core of the marathon spirit. The city culture of equality, open, compatible and harmonious are the essential conditions for the sustainable development of city. "The pursuit of excellence" spirit of Wuhan on the spiritual level has high similarity with "Han Ma", promoting "Han Ma" fusion between city culture and spirit need to internalization Wuhan in "Han Ma". Carrying forward the spirit of wuhan, and "Han Ma" will be its unique temperament.

Track Landscape Enhances the Identity of the City

The features of marathon landscape to improve the city influence and the promotion of the identity of the city has a unique role. Tourism as a intermediate link to make the marathon and city culture better. The marathon is a large-scale sports event, has the characteristics of the radiation wide, large coverage. The tourism industry of the event location is one of the beneficiaries of the events held [4]. In a sporting event, focusing on the local unique natural landscape and cultural atmosphere, improving people's interest and participation, which purpose is to promote the

competitiveness of urban cultural [5]. The rivers and lakes are the unique landscape in Wuhan. Yangtze River Bridge, Yellow Crane Tower, East Lake, Bo Lin Han Street also added to the "Han Ma" landmark urban cultural charm in Wuhan. So the city marathon need to strengthen the construction of track and the nearby landscape along the way, to let the landmarks can be integrated with the game better, to promote the communication between human and nature, to highlight city's rich urban culture.

"People-Oriented" Integrated Approach

People is the core of all things, the fusion of marathon and urban culture should implement "people-oriented" concept. In addition to the communication of the human and the nature in the process, communication is more important between people. Good indirect communication is the good citizen quality and stability of social order. Another important aspect is to volunteer and the volunteers are the important members of the organizers. Professional service skills, good service attitude are the basic qualities that tournament volunteers should possess. What people interested in the supporting activities are beneficial to promote the urban culture. Xiamen International Marathon emphasised on innovation in the process of urban cultural fusion, form a complete set of activities into the events, and planned a large scale urban cultural festival [6].

Linkage Development of Marathon and the Media

Sports events can be the foundation of constructing urban culture [7]. City marathon held inseparable from the modern media, the two are complementary to each other symbiotic relationship [8], such as advertising, news broadcasts, television marathon at the same time to promote the development of the city of the media industry. In 2012, nearly 140 domestic and foreign media reported on the Xiamen International Marathon, showed the people of the world a "sea garden" city image [9]. The promoting function of the "Han Ma" and the cultural industry of Wuhan should be a long-term. During the game, it need to strength the correlation with the media to show Wuhan. During the leisure game, "Han Ma" should relate business activities for accumulating strength for the games. Therefor it need more ways to maintain long-term effect of the city cultural industry.

The Integrity of Marathon Management System

Event management system is essential in any game, it is a basic composition elements. Games are usually held in a crowded city, at the same time, it is also a high risk event. Perfect competition system can reduce the risk and ensure orderly competition for success. To improve the management level of "Han Ma", systematization is the key. A complete event rule has become one of the precondition of brand competition. Time management, risk management, order management, volunteer management, ect. should be formed a complete system. Strengthen the institutional construction is conducive to the stability and the sustainable development of the "Han Ma", and institutionalization of "Han Ma" can become the effective driving force of the construction of Wuhan city culture.

Proposal

Marathon is the outstanding "Wuhan Spirit", it can be as the competition slogan. To strengthen the natural landscape and human landscape along the track construction, and reasonable design into landscape more iconic landmarks. To strengthen the propaganda and improve the competition participation. To strengthen institutional construction and improve the management level of the "Han Ma". To promote the sustainable development of the related cultural industry. To pay attention to the creation of a "Han Ma" brand competition.

Conclusion

City marathon and city culture is the integration between each other, the integration of both need

to through a reasonable guide and improve the long-term development. The study by comparing the domestic and foreign successful city marathon and city culture fusion path, to give "Han Ma" the certain enlightenment. For urban cultural fusion, it need to let "Han Ma" own its own unique cultural temperament. In the domestic and international numerous city marathon , to make "Han Ma" gradually become a benchmark events.

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