



The 7th Sino-German Academic Forum on Sport Development

The Many Faces of Sport and Sport Mega Events: Governance, Infrastructure, Controversies, and Legacies

体育和大型体育赛事的多面性： 治理、设施、争论和遗产

16th December, 2022 at GSU (Online)



Targets and Scope 目标及领域

In previous decades, Europe and China have had intensified their cooperation and exchanges in the fields of politics, economy, culture. During the past months however, the situation has become more difficult due to the political circumstances in the international relations. Against this backdrop, the Institute of European Sport Development and Leisure Studies (IESF) at German Sport University Cologne (GSU) and the Beijing Sport University (BSU) aim at continuing their long-time collaboration in the field of sport studies. Both university carry out international academic forums since 2012 that take place alternately at the two universities. With the intention of further deepening academic research and collaboration, the two partners have called for the active participation of further Chinese universities, while continuing the previous tradition of periodic forums to form a 'once-a-year, one-German and one-China' format.

The year of 2022 is a special year for mega sports events considering the two events — the Winter Olympics and the Football World Cup who held in the grip of the ongoing pandemic and the war in Ukraine. The Football World Cup in Qatar is still in full swing. During this eye-catching event, there are not only exciting matches that capture the attention of the audience, but also the overall political and social circumstances of sport mega events and the related legacy issues that have been widely discussed.

In order to explore these various faces of sport, the 7th Sino-German Academic Forum on Sport Development puts the focus on sport mega events and their legacies but address also the future of sport mega events. This become particular relevant as Germany will host the EURO in 2024 (the European continental championship in football), and the University Games in 2025 when considering China will also host the University Games in 2023.

In addition, coinciding with the 75th anniversary of the founding of German Sport University and the 70th anniversary of Beijing Sport University (2023), both sharing 41-years of inter-university cooperation, the forum 2022 will also reflection on this dimension in an extra session.

The forum 2022 brings together both experts from the academic and practical fields of China and Germany to analyze and discuss sport mega events and their legacies.

近几十年来，欧洲和中国在政治、经济和文化等各领域都有着深入的合作与交流。然而，过去几个月由于国际关系的局势变化，交流面临挑战。在此背景下，德国科隆体育大学欧洲体育发展与研究院和北京体育大学旨在延续两校在体育科研领域上合作的优良传统，并为了进一步深化科研合作，在此呼吁更多的中国大学积极参与，在延续以往定期举行的传统上形成“一年一次、一德一中”的办会形式。

2022年是一个特殊的年份。首先，两大赛事——冬奥会和世界杯在新冠疫情和俄乌危机的笼罩下举行。其次，大型体育赛事的相关政治和社会议题也在本届卡塔尔世界杯中引发了新一轮讨论狂潮。在这次吸引眼球的赛事中，抓住观众注意力的不仅有精彩纷呈的比赛，还有紧随其后的关于大型体育赛事以及相关遗产问题的讨论。

为了探索体育的多面性，第七届中德体育发展论坛将重点讨论大型体育赛事及其遗产，和大型体育赛事的未来。正逢德国即将举办2024年的欧洲杯和2025年的大学生运动会，中国将举办2023年的大学生运动会，故此番学术交流变得尤为重要。

此外，恰逢德国科隆体育大学75周年和北京体育大学70周年校庆，以及两校建交41周年之际，本届论坛将额外对此进行研讨和思考。

2022年第七届中德体育发展论坛将聚集来自中、德两方学术和实践领域的专家，分析和讨论大型体育赛事及其遗产。

Organizational Matters 组织事宜

Venue

- The main venue will be at German Sport University Cologne: Am Sportpark Müngersdorf 6, 50933, Cologne, Germany.

Participation

- This forum will be organized online.
- Participation via **ZOOM** link: <https://us06web.zoom.us/j/89677101075?pwd=N0xkVXFJQzVJdk1YQVUrZXNFYlBGUT09>
- Or via **Meeting ID**: 896 7710 1075
Passcode: 123349

Academics in Charge:

- Univ.-Prof. Dr. Jürgen Mittag
The Head of the Institute of European Sport Development and Leisure Studies at German Sport University Cologne
- Danlin Wu M.A.
Research Assistant at the Institute of European Sport Development and Leisure Studies at German Sport University Cologne

Partners in Chinese University (alphabetical order):

- Beijing Sport University 北京体育大学
- Central China Normal University 华中师范大学
- Chengdu Sport University 成都体育学院
- Southwest Jiaotong University 西南交通大学

Participating Institutions:



Organized by:



Sponsored by:  欧中体育发展协会
Euro-China Sport Development Association e.V.



Agenda (CET Time)

7:00-7:05 **Introduction**

Opening Remarks and Welcome

7:05-7:15 **Univ.-Prof. Dr. Christoph Breuer**
The Vice-President of German Sport University

Topic 1: Anniversaries and Legacies of GSU and BSU (Chair: Univ.-Prof. Dr. Jürgen Mittag)

7:15-7:35 **Univ.-Prof. Dr. Stephan Wassong**
GSU Representative, the Head of the Institute of Sport History at GSU

7:35-7:55 **Prof. Dr. Shengxin Li**
BSU Representative, the Vice Dean of the School of Management at BSU

Topic 2: European and Chinese Perspectives on Sport Mega Events (Chair: Dr. Till Müller-Schoell)

7:55-8:20 **Dr. Christian Alfs** (Senior Lecturer at University Mainz)
on "Football World Cup In Qatar"

8:20-8:45 **Dr. Di Wu** (Lecturer of School of Management at Beijing Sport University)
on "Beijing Winter Olympic Legacy Promotes the High-Quality Development of Public Service System for Fitness and Physical Activity in the Capital City of Beijing"

8:45-9:10 **Univ.-Prof. Dr. Jürgen Mittag** (The Head of the Institute of IESF at GSU)
on "Reflections on the Politicization of Sport Mega Events"

9:10-9:35 **Prof. Dr. Yuanxin Chen** (Professor of the School of PE at Central China Normal University)
on "Post-match utilization of professional football Stadiums in the Asian Cup"

9:35-10:00 **Coffee and Tea Break**

Topic 3: The Future of Sport Mega Events (Chair: Univ.-Prof. Dr. Jürgen Mittag)

10:00-10:25 **Dr. Till Müller-Schoell** (Academic Council at the IESF)
on "Guidelines to the Future Sport Mega Events"

10:25-10:50 **Prof. Dr. Jiang Liu** (The Head of School of PE at Southwest Jiaotong University)
on "Building Chengdu into a World Famous City of Sport Events"

10:50-11:15 **Yaqian Sophia Zheng** (Senior Manager of Rhine-Ruhr 2025 FISU Games)
on "Rhine-Ruhr 2025 FISU World University Games: A New Mode for Hosting Future Mega Sporting Events?"

11:15-11:40 **Fei Yang** (Deputy Director of the International Office at Chengdu Sport University)
on "Chengdu 2021 Summer World University Games"

11:40-12:05 **Dr. (des) Lena Hemker** (German Sport University)
on "Perspectives of Trend Sports"

12:05-12:35 **Panel Discussion**
with Prof. Dr. Shengxin Li, Fei Yang, Univ.-Prof. Dr. Jürgen Mittag (chair), and Dr. Till Müller-Schoell,

12:35-12:45 **Closing Remarks**

议程 (北京时间)

14:00-14:05 论坛介绍

开幕讲话

14:05-14:10 **Univ.-Prof. Dr. Christoph Breuer**
德国科隆体育大学 副校长

主题一：德国科隆体育大学和北京体育大学成立周年庆典及相关遗产（主持人：Univ.-Prof. Dr. Jürgen Mittag）

14:15-14:35 **Univ.-Prof. Dr. Stephan Wassong**
德国科隆体育大学方代表，德国科隆体育大学体育历史学院院长

14:35-14:55 **李圣鑫 博士、教授**
北京体育大学方代表，北京体育大学管理学院副院长

主题二：中欧视角下的大型体育赛事（主持人：Dr. Till Müller-Schoell）

14:55-15:20 **Dr. Christian Alfs** (美因茨大学高级讲师)
《卡塔尔世界杯》

15:20-15:45 **吴迪 博士** (北京体育大学体育管理学院讲师)
《北京冬奥遗产促进首都全民健身公共服务体系高质量发展》

15:45-16:10 **Univ.-Prof. Dr. Jürgen Mittag** (德国科隆体育大学欧洲体育发展与休闲研究学院院长)
《对大型体育赛事的政治化反思》

16:10-16:35 **陈元欣 博士、教授** (华中师范大学体育学院教授)
《亚洲杯足球场地的赛后利用》

16:35-17:00 **Coffee and Tea Break**

主题三：大型体育赛事的未来（主持人：Univ.-Prof. Dr. Jürgen Mittag）

17:00-17:25 **Dr. Till Müller-Schoell** (德国科隆体育大学欧洲体育发展与休闲研究学院学术委员会成员)
《未来的大型体育赛事指导》

17:25-17:50 **刘江 博士、教授** (西南交通大学体育学院院长)
《成都：打造世界赛事名城》

17:50-18:15 **郑雅倩** (2025年莱茵-鲁尔区大学生运动会项目高级经理)
《2025年莱茵-鲁尔区大学生运动会：未来主办大型体育赛事的新形式》

18:15-18:40 **杨飞** (成都体育学院国际交流与合作处处长)
《成都大运会——第31届世界大学生夏季运动会》

18:40-19:05 **Dr. (des) Lena Hemker** (德国科隆体育大学)
《潮流体育视角》

19:05-19:35 圆桌讨论 (主持人：Univ.-Prof. Dr. Jürgen Mittag)
杨飞、李圣鑫博士教授、Univ.-Prof. Dr. Jürgen Mittag (主持人), Dr. Till Müller-Schoell

19:35-19:45 闭幕式