

# ***The Influence of 2022 Beijing Winter Olympics on Sustainable Development of Domestic Sports Economy***

## ***--Taking Zhangjiakou City as an Example***

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**Abstract:** With the curtain falling on the Beijing 2022 Winter Olympics, the Winter Olympics cycle has entered the next preparation time. China has completely entered the post-Olympic era, which can be developed according to the corresponding tourism to enhance regional, national economic development. With the strategic development policy to enhance, pay attention to the basic economic development and construction of the subordinate cities, Zhangjiakou City, according to the existing buildings to develop ice and snow tourism, improve the visibility of the city, transformation into a domestic winter tourism city. Through a large number of literature review, as well as image analysis, this paper focuses on how winter Olympic cities develop tourism to enhance their own economic development, and finds out that Zhangjiakou city is suitable for vigorously developing ice and snow tourism, it uses the existing building, makes the profit maximization, plays out the reputation of the winter Olympic city. Similarly, along with the construction of tourism facilities, the development of the tourism industry heralds the transformation of Zhangjiakou into the head of the tourism city. Together with the strong support from the national government, the city of Winter Olympics will be overly transformed into an ice and snow resort, with the total number of visitors breaking records year by year in the coming years.

**Keywords:** Winter Olympics, economics, marketing, civilian movement

## **1. Introduction**

The successful opening of the 2022 Winter Olympic Games in China has attracted worldwide attention, marking the success of China and Beijing as a double Olympic city and signifying that China is gradually developing into a mature economy in Asia and the world. Hosting the Olympic Games is a test of national strength, not only in terms of management and coordination capabilities, but also in terms of the use of funds, which is a very big challenge. The construction of each Olympic venue is inseparable from the financial support, so the construction of Olympic venues is undoubtedly the biggest capital expenditure for holding the Olympic Games. But with the end of the Olympic Games, many venues will also lose their own use value, or even forced to demolish, which is undoubtedly an economic waste. Along with the IOC's slogan "Together for a Shared Future" at the

time of the Olympic Games, the NOC and related units are actively implementing and fulfilling this slogan.

Although the Olympic Games have ended, the Olympic spirit needs to continue to be completed, which means that China's economy is entering the post-Olympic era and continues to promote sports awareness for all. The research theme of this paper is the link between sporting events and the economy, with the specific topic of the impact of Olympic events on national sports as well as economic development. After reading a large number of articles, the main research methods of this paper are comparative analysis, reflection, content analysis and literature analysis. This study can clearly reflect the positive impact of Olympic events on national regions and other localities, enhancing the national economy, city visibility and other issues. From the analysis of the Olympic cycle, what transformations can be made in the post-Olympic period for regions and countries to accomplish further enhancements.

## **2. Impact of the Bid for the Winter Olympics on Zhangjiakou City**

### **2.1. Attract a Large Number of Visitors**

The bid for the Winter Olympics has brought unprecedented exposure to Zhangjiakou and the entire Hebei Province, bringing the city the reputation of the City of Winter Olympics and allowing more tourists from home and abroad to know Zhangjiakou and choose to come to Zhangjiakou to travel and experience ice and snow sports. According to the statistics, the reputation of the Winter Olympics will bring substantial improvement to the city, the country's tourist base, and become a tourist city. The last four Winter Olympics have opened the window for the world to appreciate and visit the beautiful scenery of various countries, and have brought much needed traffic. The Canadian Advisory Council predicts that the number of overnight visitors to Vancouver will increase by 4.8% in 2010 [1]. After the 2014 Sochi Winter Olympics, in 2016 Russia Sochi received a record number of 6.5 million visitors. This figure shows that Sochi has escaped the constraints of seasonality and has become a year-round tourist city. The number of tourist visits to Sochi in 2015 was reported to be 6 million [2]. The same figures occurred in Pyeongchang, with 1.412 million visitors watching the games, 548,000 and 1.568 million each participating in cultural events and local festivals. Domestic visitors accounted for 78% of the total, 3.905 million, and foreign visitors reached 1.102 million, 14 times more than the same period last year [3]. The last belongs to the 2022 Beijing Winter Olympics only between January to June 2022, Zhangjiakou Zhangbei County received a total of 2.066 million visitors, which is a good example of the positive visitor effect of Olympic events for small cities [4].

### **2.2. Enhance the Brand Reputation of Zhangjiakou Tourism**

With the reputation of the Winter Olympic City, the brand of the Winter Olympic City is known worldwide. Since the day of the successful bid, Zhangjiakou City has been exposed to the lens of the world media. In the case of global epidemic, according to the statistics at the end of 2021, it has received 43,171,000 people, which is a substantial increase in the city's fame than before it was identified as an Olympic city in 2015. Meanwhile, after the success of the Olympic bid, not only have large snow parks such as Genting Ski Resort and Wanlong Ski Resort added snow trails, but the local area has also built the Prince City Ice and Snow Town. The town not only has competition venues such as ski jumping and cross-country skiing that meet international standards, but also built hotels, lodges, food and snack streets, comprehensive shopping plazas and other facilities around the venues to fully guarantee the playing experience of domestic and foreign tourists.

### **3. Sustainable Development**

#### **3.1. Sustainable Use of the Site and Promotion of Related Tourism**

With the end of the Olympics, the development of economic tourism is on the agenda. Proceeding to create a world of ice and snow, ski resorts then become the primary post-Olympic period development goals. During this period, we not only need to build a beautiful and safe ski resort, but also need to upgrade it while keeping the original foundation building as much as possible. In the post-Olympic cycle, tourism will be the first to transform and help bring sustainable economic benefits to the region. The impact of the Winter Olympics is limited in time, but that does not affect the ability to maximize the benefits. The economic growth brought by the Winter Olympics is short-term and explosive, and may fall off after the Winter Olympics have been held. Therefore, taking measures to make the economic development after the Winter Olympics still show considerable momentum is the first task we face. For the constructed venues, professional maintenance personnel need to be assigned to maintain them on a regular basis. In the future, there is an option to open them to the public as museums and exhibition halls to show the Chinese style. At the same time for the relevant professional venues, reserved for the national team for professional training, as well as for the national reserve talent engaged in sports training. With the surge of China's entertainment industry in recent years, the venue can be used as a stage for commercial performances in leisure time, outsourcing, selling tickets to achieve economic growth, as far as possible to enhance the value of the venue to the highest

#### **3.2. One-hour Traffic-economy Circle**

To ensure the successful completion of the Winter Olympics transportation, the concept of one-hour commuting circle is proposed with Beijing as the center of the circle, and the construction of the transportation network is completed to the extension of small cities, so that the transportation shortcomings of Zhangjiakou and the whole Hebei province are solved. With the completion of the high-speed rail line between Beijing, Yanqing and Zhangjiakou, the commuting time has been greatly reduced, which also marks the breakthrough of the era of 0 high-speed rail between Beijing and Zhangjiakou, the winter Olympic cities. Coupled with the highway network connection, it opens the door of Zhangjiakou city traffic, provides the basic guarantee for the exchange between Zhangjiakou and other cities, and also solves a big problem for tourists who want to visit Zhangjiakou. Not only that, Zhangjiakou's military-civilian airport has been opened to traffic, and several air routes such as Shanghai and Shenyang have been added on this basis, forming a fast and convenient advanced transportation network of highways, railroads and air routes, laying the basic transportation guarantee for the Winter Olympic Games [5]. After the transportation problem is solved, it means that the driven economic system is also born. The improvement in road and rail transportation network brings more employment opportunities for local residents and also allows for cross-city commuting to work. With the guaranteed provision of jobs, skiers from all over the country and even the world are also welcome to come to Zhangjiakou to ski, and with the brand of the Winter Olympic City, the publicity attracts skiers.

#### **3.3. The Government Strongly Supports the Construction of Tourist Attractions to Promote Economic Development**

The perfection of the ice and snow industry is not enough to drive support all the tourism development of this city, as well as the economic industry. The government likewise needs to be in the scenic area and make relevant adjustments. Zhangjiakou is a famous northern city with a long history and splendid culture, with many years of cultural accumulation, is an important

geographical and cultural city. Among the historical and cultural resources of Zhangjiakou, there are many historical and civilized monuments, and as of 2021, there are 64 A-class scenic spots in the city, among which, 12 are 4A-class scenic spots, 28 are 3A-class scenic spots, and 2A-class scenic spots.

As of 2021, there are 64 A-class scenic spots in the city, including 12 4A-class scenic spots, 28 3A-class scenic spots, 24 2A-class scenic spots; 1 national forest park, 16 provincial forest parks, and 1 provincial scenic spot [6]. Tourists can visit the historical city while skiing. According to the statistics

According to the statistics, only in the year of Beijing-Zhangzhou's joint bid for the 2022 Winter Olympic Games, Zhangjiakou was able to attract more tourists during the Spring Festival Golden Week.

During the Spring Golden Week of the year when Beijing and Zhangzhou jointly bid for the 2022 Winter Olympic Games, the four snow parks in Chongli County, Zhangjiakou City, received a total of 398,000 visitors and achieved a tourism revenue of 302 million yuan, an increase of 35% and 46.6%, respectively.

During the spring golden week of the joint bid for the 2022 Winter Olympic Games, the four snow parks in Chongli County, Zhangjiakou City, received a total of 398,000 visitors and achieved tourism revenue of 302 million yuan, an increase of 35% and 46.6% respectively [7]. According to statistics, in the case of the epidemic has not been fully liberalized, by 2023, Zhangjiakou, Chengde two places to become a national famous ice and snow tourism city, the world ice and snow tourism destination, Hebei Province, the total income of ice and snow tourism reached 110 billion yuan, ice and snow tourism to 50 million people [8]. By 2025, sports traction, cultural empowerment, tourism-driven comprehensive effects have become prominent, the city's sports, culture and tourism industry have achieved added value of 27.15 billion yuan, accounting for 12.34% of the city's GDP ratio. The number of tourism receivers will reach 100 million people, and the total tourism revenue will exceed 125 billion yuan [9].

#### **4. Celebrity IP Effect for Economic Development**

Use acknowledgements to promote the Winter Olympics project and promote snow sports for all. The development of the Internet has brought the speed of news dissemination to a higher level. Many companies will choose the network with goods, celebrity endorsement, shooting business and other means of publicity. The celebrity economy has overturned the traditional market logic, such as price, function, style, quality and technology, etc. By virtue of the public frenzy and the herd mentality brought about by the celebrity effect, a strong sense of identity and persuasion is quickly formed in the crowd. Consumers buy "star feeling" rather than "life necessity", more of a spiritual consumption. The media has shaped the stars, and the stars have influenced the media. Nowadays, celebrity production is an important business system for the media industry, providing conditions for the media to attract attention and create influence. To a certain extent, stars have become an important asset for the modern media industry to survive.

In terms of the impact of the Winter Olympics, for example, in the 2022 Winter Olympics skier Eileen Gu, through her performance, won 2 gold medals and 1 silver medal in the Olympic Games, which not only gave China to enhance its international status, but importantly brought the national skiing climax, so that citizens are beginning to contact and even love the sport. David Guigaz, Club Med's Director of Mountain Programs for Asia Pacific, said: "50% of the skiing population is young and they want to adopt more digital services. 30% will choose clubs or ski academies for skiing because these places not only provide skiing services but also have more social attributes. The training and reserve of ski coaches is essential. 65% of beginners want to have professional coaching, and the professionalization and internationalization of coaches is also the future

direction” [10]. With the huge influence to promote, as well as the domestic epidemic is not fully liberalized, rough statistics in 2022 there are about 24.93 million people to join the skiing sport. Subject to the star IP effect is not only to increase the atmosphere of national sports, but also related equipment industry economy, such as sports aspects of the snowboard, ice skates and other equipment will be trusted by the public.

## 5. Conclusion

The reputation of a Winter Olympic City is very influential to a city and even a country, making it draped in glory for the next 5-10 years. This paper analyzes the sustainable development under the Winter Olympics and the use of the fame of the Winter Olympics to bring growth to the domestic economy. For a small city like Zhangjiakou, the success of the Winter Olympics will enhance the city's fame, consolidate its tourism facilities, develop its tourism industry, and complete the city's transformation. With the help of the one-hour commuting circle and the strong support for tourism development provided by the national government, it is enough to see the huge contribution that the theme of ice and snow has made to our economy in the phase years. This is not only reflected in the fact that domestic and foreign tourists choose to come here for skiing and tourism, but also in the fact that it provides local jobs, increases GDP per capita while developing new and corresponding industrial chains, increasing the total growth of economic industries of an auxiliary nature.

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