

The Beijing Winter Olympics' Promotion and Impact on Winter Sports and Other Aspects in the Surrounding Areas

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Keywords: Winter, Olympics, Sports, Management.

Abstract: The Beijing Winter Olympics marks a significant milestone in the growth of winter sports in Beijing and its neighboring areas. This paper takes the 2022 Winter Games in Beijing's promotion to the surrounding areas as the topic, examines the impact of the Beijing Winter Olympics on the sports activities of primary and secondary school students in nearby areas, as well as the role of the Olympics in promoting economic development and infrastructure construction in those regions. This study examines the influence of the Olympic Games on the promotion of wintertime sports and other aspects. The analysis shows that the Beijing Winter Olympics has promoted the development of winter sports and economic progress in Beijing and its surrounding areas, the construction of infrastructure and the development of tourism. Under the hosting of the Beijing Winter Olympics, China's efforts in this regard have achieved remarkable results. China has become a major ice and snow country.

1 INTRODUCTION

The Beijing Winter Olympics is a grand event. It not only promotes the promotion of winter sports, but also inspires people's passion for joining winter sports (Gu, 2017). China has promoted it from the aspects of government, policy and planning. It has encouraged the growth of ice and snow sports in nearby regions, enabling more individuals to engage in winter activities. Let winter sports no longer be a niche sport, and more people join in them. With the "ice and snow fever" of the 2022 Winter Olympics hosted in Beijing, wintertime sports are taken as an elective course in many colleges and universities to let students understand them. Under the hosting of it, the snow and ice sports around the host area have developed rapidly, which has facilitated economic progress, infrastructure and education industry. Make people's quality of life significantly improved (Wu et al., 2023).

Beijing Winter Olympics snow and ice fever to promote people participate in the wintertime sports the same time, but also made the area around Beijing to improve the infrastructure. In light of the 2022 Winter Olympics hosted in Beijing, the surrounding supporting service facilities are complete, including road and railway construction. High-speed railways and expressways from Beijing to Yanqing and from

Beijing to Zhangjiakou were built. This greatly shortens the time distance between Beijing and the venues of the Winter Olympics.

The correct utilization of the Winter Olympic heritage will make the Winter Olympic heritage continue to be used and act as a factor in the post-Winter Olympic era. These venues have generated uninterrupted social and economic value after the Winter Olympics. Some of these venues, even those retained after the Beijing 2008 Olympic Games, continue to be used in the Winter Olympics and remain open to spectators after the Winter Olympics, and continue to generate social and economic value. The Bird's Nest is a good example.

In promoting snow and ice on the campus, how to use the local infrastructure, and continue to promote the improvement of economic income, it is also necessary to ensure that the work is maintained. Aiming at these problems, this paper makes use of the past experience and research to optimize and innovate for future development, for the purpose of ensuring that the heat of the Beijing Winter Olympic Games can play the waste heat.

2 BEIJING WINTER OLYMPICS ENHANCING STUDENT INVOLVEMENT IN WINTERTIME SPORTS

2.1 Winter Olympics Era Ice and Snow Education

In the surrounding areas of Beijing (this paper refers to Beijing, Tianjin and Hebei), many schools have carried out wintertime sports during and after the Winter Olympics. The aim of getting 300 million people to participate in ice and snow sports has been fulfilled, more teenagers have joined the sport (Wu et al., 2023). Talents have been selected for the national team (Guo and Xu, 2022). China wants to become a big country with ice and snow. In this process, promoting students on the ice and snow is an important link. The Beijing-Tianjin-Hebei region has vigorously promoted primary and secondary school students to take part in ice and snow activities, organize quality activities in their spare time, go to suburban ski resorts and nearby skating rinks to experience, and also set up courses on ice and snow characteristics.

2.2 Teaching Problems in the Course of Curriculum Development

In the development process of the post-Winter Olympics era, it is necessary to establish a suitable ice and snow teaching system for China, as well as a suitable model and system for China's ice and snow operation. China boasts a substantial population and a significant student population, so a coach needs to teach more students, and the coach-student ratio is very high. It leads to lower teaching quality and lower student interest (Liu and Zhou, 2021). Because of the late rise of China's ice and snow industry, the experience is immature. In addition, the experience of the coach in the teaching process is not as experienced as that of the veteran skiing countries in Europe and America, and the skiing system is not unified. More efficient education methods for students are needed, and the joint efforts of the Chinese Ski Association, Chinese Skating Association, and the State Sport General Administration are needed to develop an education system that is unique to China.

2.3 The Seasonal Problems of Carrying out Ice and Snow Characteristic Courses

While engaged in carrying out ice sports and snow sports, there will be some problems. First of all, due to the high winter temperatures in the Beijing-Tianjin-Hebei region, most ski resorts can only open in mid-November. This results in limited time to carry out activities. Some schools will hold special courses on snow and ice at ski resorts around Beijing on Saturday and Sunday, occupying students' rest time. Ice sports courses are relatively flexible, people can choose the nearest ice rink, and they can carry out their own year. Given seasonal problems, although it cannot be dealt with in time, indoor snow venues can be built under the circumstances of regional advantages, which not only improves students' courses of snow and ice characteristics, but also promotes local economic income.

2.4 Encouraging Students to Take Part in the Benefits of Sports

Exercise can reduce rates of obesity and chronic disease in adolescents. However, the current situation of youth sports in the world is not optimistic. Most teenagers are unable to play sports regularly. Vigorously encouraging young people to go on ice and snow during the Beijing Winter Olympics can effectively reduce the probability of young people falling ill and enhance their physical fitness. This is a good action for teenagers.

3 THE BEIJING WINTER OLYMPICS BOOSTING THE BUILDING OF INFRASTRUCTURE IN THE SURROUNDING AREAS

3.1 The Influence of the Beijing Winter Olympics on Traffic in Nearby Areas

The Beijing Winter Olympics has delivered considerable economic boost to the local communities, among which, the use of a suitable climate and the founding of better mass winter sports venues are the inherent advantages of it. Chongli District of Zhangjiakou, relying on its innate advantages, has built a ski resort town with a certain

scale under the blessing of the Winter Olympics. Not only has a solid foundation been established for the Winter Olympics, but the local economy has also experienced rapid growth as a result, leading to an increase in local jobs and higher income during the post-Olympic period.

In the early stage of the Beijing Winter Olympics, the Beijing-Zhangjiakou-new high-speed railway and expressway were built. This greatly facilitates the exchanges between Hebei and Beijing. The time distance between the two places is shortened to ensure that athletes can get from the capital to the competition venues faster, saving time on the road and saving athletes' physical strength. Following the successful conclusion of the game, these roads and railways continue to play a vital role in providing excellent transportation services to the ski resorts in Hebei (Guo et al., 2022).

While these roads and railways serve people, there are negative impacts that need to be properly addressed in the future. After the construction is completed, the maintenance is a big problem. Not only how to maintain, but also where the maintenance money comes from, which is not a small expense. The maintenance directly affects the service life and use effect of the later hardware facilities.

3.2 The Significance of the 2022 Beijing Winter Games for Surrounding Locations

The National Stadium was renovated after the 2008 Beijing Olympic Games and is ongoing in the context of the 2022 Winter Olympics. The National Aquatics Center has also been given new significance in the games, as an ice hockey venue. There are also new venues. These venues are used for Tours or accessible to the public after the end of the Winter Games, and continue to bring new economic revenue and awareness to the local area.

While these venues are being operated, attention should also be paid to their profitability and maintenance. The problem of aging of hardware facilities and the problem of reasonable operation in the later stage is worth thinking about. For example, Chongli Genting Ski Resort, the big jump platform on the east side is used as a sliding ground for skiers after hosting competitions. But maintenance costs are high. And the use of a large jump platform threshold is high, the coverage of the population is narrow, and the risk is high. So the ski resort is not a small burden. Opening up the area to training teams or hosting major events not only saves money, but also raises the profile of the ski resort.

3.3 The Impact of the Beijing Winter Olympics on the Urbanization of Surrounding Areas

During the preparations, Chongli County underwent great changes. Chongli New Area was built to transform into an important hub for the Winter Olympics, providing support for athletes and volunteers. After the end of it, Chongli County became a famous ski resort town, known for its convenient transportation and excellent snow quality and ultra-long snow season. Skiers from all over the country will come. It is also a small town that has been transformed into a tourist area after the baptism of the Beijing Winter Olympics. The excellent infrastructure provides a steady stream of customers for this ski town.

4 BEIJING WINTER OLYMPICS BOOSTING THE LOCAL ECONOMY

After the games, many tourists arrived at the venues to visit, tour, and vacation. Among them, the ski resort near Taizicheng is the most popular. The Taizicheng high-speed rail station is built on a mountain and is no more than a 15-minute drive from the nearby ski resort. The nearest ski resort, Thaiwoo, is just a short walk away. Convenient transportation brings Taizicheng sufficient passenger flow, constantly revitalizing vitality while exerting huge economic benefits. In winter, Taizicheng attracts skiers from all over the country to arrive, and during the Spring Festival and New Year's Day, hotels and high-speed rail stations almost reached saturation, and high-speed rail tickets are tight. This has brought huge economic benefits to Taizicheng, hotels, snow resorts, folk facilities and other facilities are profitable (Yuan et al., 2023). The ski resort is open from November to the end of April. Compared to other snow resorts, there is a naturally long snow season. It provides a good environment for the advancement of winter sports (Li and Hu, 2022).

In summer, Chongli is also a holiday choice for people. Taizicheng and Chongli areas are the only summer resorts due to their location and altitude. The average temperature throughout the summer is very livable, the air quality is good, and there is no pollution. Beneath the impact of the games, the ski slopes here are converted into campgrounds in the summer, and the hiking and cycling fields. For example, Forlong Ski Resort, which is open for

people to bicycle downhill in the summer, is also a well-known area in China. The ski ropeway is added to the bicycle rack and becomes a ropeway for bicycles in summer. It has achieved four seasons operation, making up for the gap in non-snow season operation of the ski resort, so that the ski resort can have revenue in all seasons.

5 THE ENVIRONMENTAL CONSEQUENCES OF THE BEIJING WINTER OLYMPICS

5.1 Sustainable Development in Beijing Winter Olympics

Sustainable development is a hot topic in the world today. The Beijing Winter Olympic Games has fully addressed the request of the Olympic Committee and strives to hold a sustainable Winter Olympic Games. In terms of the construction of winter Olympic facilities, the games make full use of the advantages of terrain and maximize the impact on the development of natural ecology. The national snowmobile sled Center relies on natural terrain construction during construction, reducing the damage to the mountain. At the time of construction, the National Alpine Ski Center adopted a method of vegetation protection to minimize the damage to vegetation. After the construction of the facility was completed, ecological restoration was carried out to reduce damage. When it comes to sustainability, the games demonstrated a precedent.

In terms of wildlife protection, the Beijing Winter Olympics has fully considered the survival of wild animals, studied the habits of animals through technical means during construction, and put forward strict requirements for construction. Given the construction scheme that can maximize the protection of wild animals. During the Winter Olympics, wildlife monitoring was carried out to ensure that there was no impact on wildlife. It is a good practice of the slogan of harmonious coexistence between man and nature.

5.2 The Low-Carbon Way of the Game

The Beijing Winter Olympics is a low-carbon and environmentally friendly event. The Beijing Winter Olympics made full use of the wind and solar energy resources, and set up a green energy network in Hebei Province. The electricity for the games is sourced from wind turbines and solar panels located in Hebei

province. Solar panels were placed on hillsides and wind turbines were built on hilltops. Relying on the abundant wind and solar energy in Hebei province, Beijing 2022 Winter Olympics has realized the greening of electric energy. At the ice venues, the use of clean refrigerants for Beijing 2022 Winter Olympics reduced carbon dioxide emissions by more than 26,000 tons (Ding et al., 2022). In order to reduce carbon emissions, the Beijing Winter Olympics has also introduced hydrogen-based buses to transport people. The use of hydrogen energy takes the aim for a low-carbon future of the Beijing Winter Olympics one step further (Shi et al., 2023).

6 CONCLUSION

The 2022 Winter Olympic Games in Beijing has responded well to the idea of sustainable Olympic Games, and has set an example and provided experience for the subsequent games. It is not only a grand event for China, but also a grand event for the world. The 2022 Winter Olympic Games in Beijing shocked the world with the slogan "Together for a shared future". Beijing, having hosted two Olympic Games, continues to radiate the spirit of the Olympics even after the events have concluded.

The Winter Olympics has promoted primary and middle school students to go on the ice and snow and improved their physical fitness. But it's only regional. It needs to be nationwide. Among them, there are also incomplete facilities and training personnel are not professional enough, which need to be optimized later. Improving the standards of coaches and establishing a rigorous coaching training system is essential to ensure high-quality teaching.

The perfect infrastructure construction has greatly promoted the traffic diversion in the surrounding areas of Beijing, allowing people from all over the country to experience winter sports, holidays and other activities. However, it is necessary to follow up in time in the later maintenance to ensure the safety of the traffic system under the large passenger flow environment.

Local organizations effectively utilized the venues from the Beijing Winter Olympics by making them accessible to the public. The reuse of venues has brought lasting economic benefits and ensured local economic income. Attention should be paid to controlling local tourism innovation. It is a good way to integrate traditional culture into science and technology, carry forward traditional Chinese culture and develop cultural and creative products.

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