

# Study on the Impact of Bid for Winter Olympics on the Development of Chinese Winter Sports

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**Abstract:** The 128th plenary session of International Olympic Committee declared on July 31, 2015 after vote that Beijing and Zhangjiakou will be the bidding cities of 2022 Winter Olympics. It was the second time for China to successfully bid Olympic Games since 2008 Summer Olympics, which will encourage China to continue to develop sports career in the process of sports power construction and will have long-term construction meanings. Chinese winter sports industry and sports culture will enter into the fast booming development period in the future 7 years. The paper begins with Beijing and Zhangjiakou Winter Olympics bid and the future Chinese winter sports industry construction to illustrate the impact of bid for Winter Olympics on the future winter sports career development.

**Key words:** Winter Olympics, bid, Beijing, Chinese winter sports, sports career, impact.

The 128th plenary session of International Olympic Committee declared on July 31, 2015 after vote that Beijing and Zhangjiakou will be the bidding cities of 2022 Winter Olympics, which will encourage China to continue to develop sports career in the process of sports power construction and will have long-term construction meanings. From the perspective of successful Beijing 2008 Summer Olympics bid experiences, the successful Beijing 2022 Winter Olympics bid will have profound and positive influences on Chinese sports power construction. It will improve the comprehensive position of China in the international society, promote the future construction and popularity of winter sports, improve the professional level of competitive winter sports, encourage Chinese people to attend winter sports and even other sports, and have deep realistic meanings for speeding up sports power construction and making Chinese dream come true.

## 1. The Realistic Needs for Beijing Winter Olympics Bid

After Beijing succeeded in the bid for 2022 Winter

Olympics, China will be the first country which hosted Winter Olympics, Summer Olympics, YOG, and Paralympic Games, which represents that China is widely accepted and is the realistic needs of times development and modern sports power strategy.

### 1.1 Need of Times Development

After watching the program *Fu Xing Zhi Lu* in November 2012, the president Xi Jinping mentioned, “to realize the great rejuvenation of Chinese nation is the greatest dream of China in the modern age. It is the dream of several generations of Chinese people. It represents the whole benefit of Chinese nation and Chinese people, and is the common expectation of all Chinese people.” His speech showed the urgent wish of rejuvenation and development of Chinese nation. 2008 Beijing Olympics has showed Chinese strong competitive sports strength to the whole world, and China has been a leading country in the aspect of sports. If China seizes the opportunity to host Winter Olympics, it will be helpful to develop Chinese competitive sports strategies, to strengthen our competitive sports position, and to enhance the whole strength of Chinese winter sports events where we are relatively weak. The successful bid for Winter

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Olympics makes the new Chinese dream of 1.4 billion Chinese people come true, which will be the driving force for the future development and will promote the future Chinese winter sports development. After the bid for Winter Olympics, China should combine sports career construction with Chinese dream, speed up sports power construction and national rejuvenation, and regard winter sports development as a national strategy.

### *1.2 Need of Sports Power Strategy*

China has a different sports power strategy need in each age. China has launched its sports power construction since it won the first Olympic golden medal in 1984 Los Angeles Olympics, which also represented that China began to appear on the global sports stage and to launch its new sports power development. China is always devoting itself to the advanced development of sports career during the recent 30 years. After 2008 Beijing Olympics ended successfully, the former president Hu Jintao boldly pointed out that he would lead China to transform from a large sports country to a strong sports power. National sports career construction was launched officially since then, and made great progress in the past 8 years, being solid and stable. China recognized the problem of the imbalanced development of sports in the past 10 years, arranged economic sports industry development layout, and hoped to begin with mass sports to expand and improve the attendance of national sports. As a result, China succeeded in the bid for Winter Olympics in 2015 to balance Chinese sports development, to seek for new development driving force of the relatively weak winter sports, to promote the fast development of Chinese winter sports, and to make the dream of sports power come true. It is another realistic need of China in the aspect of sports strategic power.

## **2. The Impact of Bid for Winter Olympics on Chinese Mass Winter Sports Development**

### *2.1 More People Will Join in Winter Sports*

Chinese winter sports are concentrated in north,

especially Jilin and Heilongjiang. Limited by climate conditions, few people attend winter sports. Beijing Winter Olympics will change this situation to some degree, balance sports development, and encourage more people to join in winter sports. In addition, many winter sports stadia such as artificial ice rinks and ice hockey rinks began to be built in many south cities since 2015, which will relieve the problems that few people do winter sports and winter sports are mainly concentrated in north, and will provide an opportunity for everyone to feel the unique charm of winter sports. Besides, “north winter sports development in south”, “south winter sports training in north”, and “north winter sports expansion in west” become the innovative national winter sports career development strategies. Spreading winter sports knowledge, raising people’s winter sports awareness, and arousing the interest in winter sports before 2022 Winter Olympics are all excellent channels to balance Chinese sports career development, to improve the competitive level of winter sports events, and to realize the sports power goal.

### *2.2 Chinese Winter Sports Will Have Richer Forms*

Ice-skating, winter swimming, and skiing are Chinese traditional sports. However, after 2014 Sochi Winter Olympics and Beijing Winter Olympics bid in 2015, Chinese enlarged the size of ice rinks from 200 pieces of ice to 400 pieces; more winter sports games were organized; winter sports forms became richer. For example, Chinese people were surprised about curling, alpine skiing, and ice hockey in 2014 Sochi Winter Olympics, but a growing number of Chinese people will begin to do these winter sports 7 years later and even after 2022 Winter Olympics. Therefore, the goals of bid for Winter Olympics are not only taking the home advantage and improving our economic benefit and international position, but also spreading winter sports in China and encouraging more people to join in and to take delight in these winter sports. It is certain that Chinese winter sports construction and national

sports popularity will reach its first summit since 2015, and more Chinese people will begin to join in winter sports after 2022 Winter Olympics [1-15].

### *2.3 Chinese Winter Sports Will Be Developed Comprehensively*

The president Xi Jinping was invited to attend Sochi Winter Olympics, which shows that central leaders pay close attention to the future winter sports development. According to the previous development environment and the current situation of Chinese winter sports, China should spread winter sports and encourage all Chinese people to do winter sports, preparing for 2022 Beijing Winter Olympics. In addition, China should hold a correct attitude when holding Winter Olympics. Winter Olympics is not the final goal of winter sports development. China should attract more ordinary people to do winter sports and to enjoy them, to promote emotional communication and to keep health, and to improve people's living conditions. Besides, China should believe that with Beijing Winter Olympics, and active preparation and diffusion, Chinese people will be more interested in winter sports, raise sports attendance awareness, and help popularizing winter sports.

## **3. The Impact of Bid for Winter Olympics on Chinese Competitive Winter Sports Development**

### *3.1 "North Winter Sports Development in South" Will Be Promoted*

The strategy of "north winter sports development in south" was initially mentioned in China in 1980s to hope to break the current situation that winter sports only developed in northeast and to spread winter sports in south cities. It is certain that its comprehensive development will have higher requirements on expense, technology, and talent. However, with the fast development of science and technology, many winter sports events could be trained in rooms and are not restricted by natural conditions and climate, so "north

winter sports development in south" could be realized and make great achievements. In addition, Zhang Jiakou should improve its own standards, seek for innovation in soft and hard conditions development, try to meet requirements of Winter Olympics as soon as possible, make up its own weaknesses, and help Chinese winter sports career develop in the future 7 years.

### *3.2 More Backup Competitive Winter Sports Talents Will Be Cultivated*

Beijing Winter Olympics will promote the cultivation of Chinese winter sports talents and promote social progress. China should not only make full preparation, but should also depend on the government and social public to improve soft and hard facilities of winter sports stadia and to cultivate more winter sports talents. For another, China should be based on market-oriented economy development rules to make use of social resources to spread winter sports events and to promote the reform of training system. Beijing began to construct soft and hard facilities of winter sports in universities, to lead in competition mechanism, and to strengthen the influence of winter sports in Beijing and Hebei by organizing winter sports games since 2015, which, for one thing, could raise the prestige of winter sports training base and strengthen talent selection and cultivation, and could provide backup talents for Winter Olympics and improve PE teaching quality for another. Besides, Beijing Winter Olympics will spread winter sports knowledge and raise winter sports influence. According to the statistics, after the bid for Winter Olympics in 2015, the investment of winter sports talent cultivation increased 50%, and different departments strengthened their coordination and cooperation, which will be beneficial to the cultivation of winter sports backup talents [16-28].

### *3.3 Olympic Strategies Will Be Implemented Deeply*

From the international perspective, the successful

bid for Winter Olympics will improve the position of China in the international society, and will be a good opportunity for China to show itself to the whole world in the form of sports. Samaranch, the former chairman of International Olympic Committee, said, "it will be an unsuccessful Olympics for the host country, if its sports performance is bad." China set an example in 2008 Beijing Summer Olympics, and was top one in the gold list. The result showed that Beijing Olympics was a successful one and Chinese sports strategies were reflected perfectly. Facing the coming Beijing Winter Olympics, China should make full preparation, cultivate winter sports talents, make a long-term talent cultivation plan, and test these talents in 2022 Winter Olympics. It is certain that the successful bid for Winter Olympics is not the plan of Chinese golden medal strategy in Winter Olympics, but also is the optimization of Chinese winter sports cultivation mechanism. Therefore, China should seize the opportunity to develop winter sports in the future seven years, so the successful bid for Winter Olympics could be regarded as the long-term deep implementation of national Olympic strategies. During the period, China should communicate with other countries about winter sports development experience and holding experience to improve in the aspect of soft and hard facilities and to spread winter sports knowledge among Chinese people.

#### **4. The Impact of Bid for Winter Olympics on the Future Layout of Chinese winter Sports**

##### *4.1 The New Winter Sports Layouts Will Be Shaped in Beijing and Zhangjiakou*

Along with the successful bid for Winter Olympics, Beijing and Zhangjiakou have aroused great interest for China and even the world. However, Winter Olympics is not only the deputy and responsibility of these two cities, and also needs all Chinese people to make contributions to Winter Olympics and to winter sports career development. These two cities will develop dramatically in the aspects of winter sports

facility construction and event management. More importantly, their future layout of winter sports career will change dramatically. From the perspective of the current situation, summer and autumn last longer in these two cities, but ice and snow weathers are hardly seen in winter. Therefore, these two cities need international games such as Winter Olympics to break the traditional layout, to rearrange the development layout of winter sports, and to improve their image. In summary, Beijing and Hebei should not regard 2022 Winter Olympics as only a simple sports event, but regard it as a good opportunity for them to rebuild their image and reshape the future sports layout. With this opportunity, China should pay more attention to the great leap-forward development of winter sports, and help Beijing and Zhangjiakou become the third important areas for winter sports development apart from Jilin and Heilongjiang.

##### *4.2 The Winter Sports Industry Will Be Developed in Beijing and Zhangjiakou*

Top international games such as Winter Olympics will promote the long-term development of culture, economy, and hard facility construction of Beijing and Zhangjiakou, and help them accumulate rich construction experience, which will be a precious opportunity for their future international construction. Firstly, Winter Olympics will promote winter sports infrastructure construction of these two cities, spared winter sports in these two cities, and especially be beneficial to the future development of Zhangjiakou. Winter Olympics could be regarded as the bridge between Beijing and Zhangjiakou. Olympic economy will center on Beijing to bring the development of transportation industry, humanistic industry, and third industries of the surrounding cities. For example, in the aspect of cultural distribution of winter sports, China should make macroscopic control between winter sports culture and local culture, improve local conditions, build the winter sports industrial construction-oriented industrial chain structure,

develop the cultural connotation of winter sports, and combine with local culture to develop winter sports industries with special themes. In the aspect of local winter sports cultural construction, China should meet modern people's aesthetic need, demonstrate cultural creativity and Hebei regional cultural characteristics, reform development, production, and package of winter sports products, pour local culture into winter sports industry, innovate cultural forms, transform consumption preference, optimize winter sports resource characteristics, and make huge comprehensive benefits. When the winter sports industry becomes the future important industry in these two cities, it will promote the development of other industries in local winter tourism market and will realize the real post objectives of Winter Olympics [29].

#### *4.3 Building the New Tourism Culture of Beijing, Zhangjiakou*

In terms of the development of tourism, Hebei province, in the northwest region, neighboring Beijing, Tianjin, Hebei, Shanxi and Inner Mongolia urban agglomeration, has the most prominent advantage, with a natural ecological resources and climate resources, mountains, grasslands flourishing abundance, cool summer, long winter, foot-deep snow. Zhangjiakou developed ice and snow tourism in recent years and showed the resources and huge market potential. In Yanqing (located between Beijing and Zhangjiakou), besides visiting Badaling Great Wall, there is only ice sculptures exhibit for winter tourism. In the plan of Winter Olympics bid, Bird's Nest, Water Cube and the newly built oval are the home fields of ice sports events. Yanqing is an auxiliary field of some ice sports events, and Chongli is the home field of the ski racing events, forming a belt of ice and snow sports across provinces and cities, which is also a "green&white" ecological tourism leisure vacation gold corridor.

No matter sports or tourism, mutual benefit for all is consistent. Skate skiing is not only one of the sports

activities, but also recreational activities. Ice and snow tourism is to promote the development of the fitness activities, and promote the prosperity of the ice and snow sports event. Development and promotion of ice-snow tourism can develop nation, especially teenagers to ice and snow sports interest and skills, to popularize the national snow and ice sports activities, and even become the cradle of training athlete. At the same time, ice and snow activities and events for ice and snow tourism rich products, expand the market. Winter will promote the sports industry and tourism industry integration development, win-win cooperation with strong engine. Hosting the winter games will promote "three hundred million people involved in the snow and ice movement", and the "three hundred million" are also tourists.

All around the world, the Olympics such a national festival is a great opportunity to develop international tourism market. In the preparation of alpine-skiing based in all of the link, Zhangjiakou should put the tourism reception, service facilities blending in among them, and give full consideration to the winter Olympic Games after the event facilities into tourist facilities. From now on, the winter Olympics tourism promotion, planning organizations should work in the preparation of the winter Olympics and synchronization.

## **5. Conclusion**

Winter sports industry will be the future key industry of Beijing, which will provide a new opportunity to improve its urban planning, environment, and construction and will deepen the development of Chinese winter sports career. China should pay attention to the early effects of Winter Olympics now, construct soft and hard facilities, and cultivate winter sports talents to welcome 2022 Winter Olympics. In addition, China should attach importance to its post effects, and its positive and negative consequences on the future Chinese winter sports development route choice. In summary, sports career development should be a long-term plan, so China should treat it objectively

and cautiously with a correct attitude, and improve it continuously.

Holding 2022 Winter Olympics not only proves Chinese winter competitive sports level, but also advances the development of Chinese winter sport undertaking. Thereby, the significance is far-reaching for a leap-forward, overall and scientific development coming true. Holding the games accelerates Chinese winter sports fusion in the regional development with a unprecedented development of some modern sports items as follows: sports facility, sports industry, sports technology and sports organizing management, quickens the modern development of Chinese winter sports, sets a cultural image of Chinese winter sports, shows the culture feature of Beijing and Zhangjiakou, drives the regional economic development and Chinese winter sports hard power increase, promotes the soft power of Chinese winter sports.

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