

Exploration and Research on the Characteristics of Chengde's Ice and Snow Sports Industry After the Winter Olympics

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Abstract: This paper examines the development trajectory of Chengde's ice and snow sports industry after the Beijing 2022 Winter Olympics, focusing on its regional advantages and sectoral expansion. Leveraging its proximity to the Beijing-Tianjin area and rich natural resources, Chengde has capitalized on the Winter Olympics to improve its infrastructure and attract significant tourism inflows. The study examines the integration of new technologies, shifts in consumer demand, and diversification of the snow sports economy. By analyzing regional supply capacity, industrial chain expansion, and product innovation, the paper highlights Chengde's role as a key contributor to the burgeoning snow sports industry in Hebei Province. It concludes with strategic insights for sustaining industry growth and ensuring long-term economic benefits.

Keywords: Exploration and research, Chengde's ice and snow, snow sports industry, Winter Olympics

1. INTRODUCTION

On March 18, 2019, President Xi Jinping inspected the preparations for the upcoming Winter Olympics in the capital Beijing and proposed an initiative to accelerate the advancement of snow sports to arouse the public's broad interest. This guiding ideology not only reflects the country's emphasis on snow sports, but also indicates that snow sports will become a new driving force for promoting social and economic development. In December of the same year, the State Sports Department issued the "Snow Sports Development Blueprint (2016-2025)", which further clarified the development goal, that is, by 2025, the number of people participating in snow sports will exceed 50 million. The setting of this ambitious goal not only shows the country's high attention to the snow sports tourism industry, but also points out the direction for the development of the snow economy. As an important part of my country's tourism industry, the development of snow sports tourism is of great significance to promoting economic growth and cultural progress. With the continuous warming of the snow economy, snow sports tourism has gradually become a new driving force for the development of the country's economy. The successful holding of the 2022 Beijing Winter Olympics has brought unprecedented development opportunities for my country's snow sports tourism industry.

Against this background, my country's snow sports tourism industry is developing in the direction of diversification, scale, and modernization. Specifically manifested in the following aspects:

Improvement in supply capacity: With the increase in ski resorts, the supply capacity of snow sports tourism has been significantly enhanced. This not only meets the growing market demand, but also provides a solid foundation for the popularity and promotion of snow sports.

Diversification of project choices: The development of snow sports has brought more project choices, from traditional skiing and skating to emerging snowmobiles, ice dancing,

etc., a wealth of projects are provided for consumers of different ages and interests. A wide range of choices.

Growth of snow scenic spots: The number and scale of snow scenic spots in our country are constantly growing, which not only provides tourists with more tourist destinations, but also promotes the development of local economy and the spread of culture.

Expansion of the industrial chain: The expansion of the snow sports tourism industry chain has formed a new business model. From snow equipment manufacturing to tourism service provision to the development of snow cultural products, the improvement of the industrial chain provides strong support for the sustainable development of the snow sports tourism industry.

Rich product structure: In terms of the snow sports tourism product structure, in addition to the traditional basic forms such as ski resorts and ice parks, there are also some cultural tourism products with special significance such as snow hot springs, snow movies, and snow performances. These products not only enrich the connotation of snow sports tourism, but also improve the quality of tourists' experience.

The snow sports tourism industry has a large consumer market with its unique snow resources. With the improvement of people's living standards and the pursuit of healthy lifestyles, snow sports tourism has gradually become a new choice for people's leisure and entertainment. At the same time, the development of snow sports tourism has also brought new growth points to related industries such as hotels, catering, transportation, etc., forming a good industrial linkage effect. In addition, with the advancement and innovation of technology, the snow sports tourism industry is also constantly introducing new technologies, such as virtual reality (VR) and augmented reality (AR) technology, to provide tourists with a more immersive experience. The application of these technologies can not only enhance tourists' sense of participation, but also provide simulated snow sports experiences during the non-snow season, thereby extending the operation cycle of the snow sports tourism

industry. In the field of education, snow sports are also included in more and more school physical education courses, which not only helps to cultivate young people's interest in snow sports, but also improves their physical fitness and teamwork skills. Through collaboration between schools and communities, the popularity of snow sports is expected to increase further. In terms of international cooperation, our country is also constantly strengthening exchanges and cooperation with other countries in the field of snow sports, and enhancing the international competitiveness of our country's snow sports through holding international events, technical exchanges and talent training.

In the Figure 1, the sample photo of Winter Olympics is demonstrated.



Figure. 1 The Sample Photo of Winter Olympics (from Google)

2. THE PROPOSED METHODOLOGY

2.1 The development of ice and snow industry in Winter Olympic host cities

The National Hockey League (NHL) is one of the most influential events in the global ice and snow sports. The league has a rich history and a huge fan base, with more than 100 million spectators each season and operating income of more than 4 billion US dollars, becoming an indispensable and important part of the ice and snow industry. The NHL has not only promoted the popularity of ice and snow sports, but also had a profound impact on the economic development of related industries. At the 13th Salt Lake City Winter Olympics, the Canadian team and the American team had a classic match in the ice hockey final, attracting the attention of countless ice hockey fans around the world. In the end, the Canadian team defeated the American team with outstanding performance and won the gold medal, while the American team finished second. This game became a classic moment in the history of the Winter Olympics and further enhanced the international influence of North American ice hockey.

At the same time, Italy also occupies an important position in the global ice and snow equipment manufacturing industry. Prinoth, an Italian company, is a world-leading snow groomer manufacturer, famous for its excellent quality and innovative technology. Prinoth's snow groomers are widely used in major ski resorts and Winter Olympic venues, providing solid protection for ice and snow sports. In addition to snow grooming, Italy's TechnoAlpin Group enjoys a high reputation in the field of snowmaking equipment. TechnoAlpin Group has provided advanced snowmaking equipment for many Winter Olympics to ensure that the events can be carried out smoothly under good snow conditions. The contributions of these Italian ice and snow equipment manufacturers have not only promoted the development of ice and snow sports, but

also brought more innovations and opportunities to the global ice and snow industry. Whether in the professional ice hockey league in North America or ice and snow equipment manufacturing in Italy, ice and snow sports and related industries have demonstrated huge potential and commercial value. With the continuous development of global ice and snow sports, the prospects of this field will undoubtedly be broader in the future.

2.2 The Winter Olympics provides a good opportunity for Hebei Province to develop the ice and snow sports industry

Hebei Province, with its unique geographical location, has gradually become an important destination for attracting sports tourism customers from the surrounding areas and the south. Compared with the Northeast, although the climate and facilities for ice and snow sports in the Northeast are more superior, due to the long distance and the heavy pressure of winter passenger transportation, inconvenience in transportation has become a major obstacle. Therefore, Hebei Province, with its transportation advantages, has become the first choice for tourists from the Beijing-Tianjin area and the south, especially in the consumer market of ice and snow sports.

Chengde City in Hebei Province is a city rich in ice and snow resources. In recent years, the number of participants in ice and snow sports has continued to grow, reaching about 1.75 million. Compared with the permanent population of the city, almost half of the residents have participated in ice and snow sports. As one of the ice and snow sports centers in Hebei Province, Chengde City ranks among the top in the province in terms of ice and snow resources, which not only provides opportunities for local residents to relax and exercise, but also attracts a large number of tourists from other places. Shijiazhuang City and Langfang City are as famous as Chengde City. The number of ice and snow venues in the two cities is comparable, both of which are 33. Among them, Shijiazhuang has a relatively complete number and grade structure of ski resorts, with 4 third-level ski resorts, including Qinhuang Ancient Road Ski Resort, Wujishan Ski Resort, Western Changqing Ski Resort and Qingliangshan Ski Resort. These ski resorts not only provide high-quality skiing experience for ski enthusiasts, but also further enhance Shijiazhuang's appeal as a winter tourist destination. At the same time, due to geographical restrictions, the construction of ice and snow sports facilities in Handan City in southern Hebei Province has been affected to a certain extent. At present, there are 29 ski resorts and ice rinks in Handan City. Although the number is slightly less than that of Shijiazhuang and Langfang, with the popularization of ice and snow sports and the government's attention to the ice and snow industry, Handan City's ice and snow facilities are also gradually improving. The number of ski resorts and ice rinks in Chengde City is 21, an increase from the previous year, which shows that Chengde City's ice and snow industry is expanding year by year and providing more ice and snow enthusiasts with opportunities to participate. Hebei Province has shown great potential in the development of ice and snow sports. Thanks to its geographical proximity to the Beijing-Tianjin area and its convenient transportation, Hebei has become the first choice for many tourists for winter sports. With the successful hosting of the 2022 Beijing Winter Olympics, Hebei Province's ice and snow sports infrastructure has been further improved, and the construction of ski resorts and ice rinks in various places has been accelerated, laying a solid foundation for the sustainable development of the ice and

snow industry in the future. At the same time, the development of the ice and snow industry in various parts of Hebei Province not only meets the needs of local residents, but also provides a good ice and snow tourism experience for tourists from the south, and promotes the overall development of ice and snow sports in Hebei Province. In the future, with the influx of more tourists and the continuous improvement of ice and snow facilities, Hebei Province will continue to play an important role in the field of ice and snow sports and become one of the important pillars of China's ice and snow industry development.

2.3 The integration of consumption upgrades in the ice and snow sports industry

The consumption upgrade of the ice and snow sports industry, accompanied by the rapid development of social economy, presents multi-level changes in consumption behavior, demand and structure. This transformation is not only reflected in the growth of total consumer spending, but also in the improvement of consumption quality and diversified consumption choices, reflecting the synchronous upgrading of the ice and snow sports industry in terms of supply and demand.

First, consumers have an increasingly strong demand for high-quality ice and snow services and products. Taking ski enthusiasts as an example, in the past, people's requirements for skiing experience may only stay on the length of the ski slope and the quality of snow, but with the upgrading of consumption, they have put forward higher requirements for the comprehensive experience of ski resorts. For example, skiers now pay more attention to whether the supporting facilities of the ski resort are complete, whether they provide comfortable accommodation and catering services, and leisure and entertainment options after skiing. At the same time, the professional level of service personnel is also one of the factors considered by skiers, especially in high-end ski resorts, where consumers expect to enjoy customized, professional skiing guidance and considerate services.

Secondly, the consumption structure of the ice and snow sports industry also shows a diversified trend. Traditional ice and snow sports mainly focus on basic activities such as skiing and skating, but now ski resorts are becoming a popular place for holding various activities. More and more consumers choose to hold family gatherings, company team building and even cultural activities at ski resorts. This trend not only adds new cultural and entertainment connotations to ice and snow sports activities, but also promotes the integration and development of ice and snow sports with other industries. For example, ski resorts can cooperate with related industries such as catering, hotels, and performances to provide rich consumer choices and create a multi-dimensional consumer scene of "ice and snow +", thereby attracting more tourists at different consumption levels.

In addition, with the advancement of technology and the growth of personalized needs of consumers, the ice and snow sports industry is also exploring the integration with high technology. Innovative technologies such as intelligent ice and snow equipment, virtual skiing experience, and online booking systems have emerged, bringing more convenience and fun to consumers. For example, intelligent ski equipment can monitor the speed, posture and other data of skiers in real time to help skiers improve their technical level; while virtual reality (VR) technology allows people to feel the fun of skiing outside the ski resort. These technologies not only enhance the

consumer experience, but also open up new growth points for the ice and snow industry.

At the same time, the upgrading of the ice and snow sports industry is also reflected in the trend that consumers pay more attention to health and environmental protection. With the popularization of health concepts, more and more consumers regard ice and snow sports as a healthy lifestyle. Sports such as skiing and skating can not only improve physical fitness, but also help people release stress and enjoy the beauty of nature. The increasing awareness of environmental protection has also prompted ski resorts and other related facilities to gradually transform towards green and sustainable development. For example, many ski resorts have begun to use energy-saving and environmentally friendly snowmaking equipment to reduce the consumption of natural resources and increase the protection of the natural environment.

3. CONCLUSION

Chengde's ice and snow sports industry has made significant progress after the Olympic Games, becoming a central hub in Hebei Province's snow economy. The city's strategic development of ski resorts, diversified product offerings, and innovative use of technology have strengthened its position as a prominent winter tourism destination. However, sustained growth will require continued infrastructure upgrades, increased international cooperation, and an emphasis on environmental sustainability. As consumer demands evolve, Chengde's success will depend on its ability to adapt to new market dynamics while promoting healthy, environmentally friendly practices within the ice and snow sports sector. This paper highlights Chengde's potential to serve as a model for regional development in China's expanding snow sports industry.

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