

# *Research on the Construction Route and Development Strategy of Beijing-Zhangjiakou Sports Culture Tourism Belt*

**Xiaofeng Shi**

*School of Physical Education, Shanxi University, Taiyuan 030006, China*

**Keywords:** Beijing-zhangjiakou sports culture tourism belt, Construction path, Development strategy

**Abstract:** In recent years, sports tourism has become a global cultural phenomenon. With the rapid development of China's social economy, people pay more and more attention to their own quality of life and physical and mental health, as a new, fashionable, stimulating and interesting way of high-quality tourism, sports tourism meets the needs of people to improve the quality of life and to delight the body and mind, sports tourism has become more and more popular and become a new bright spot in the development of tourism. On July 31,2015, Beijing and Zhangjiakou, Hebei Province jointly won the right to host the 2022 Winter Olympic Games, bringing new opportunities to the tourism industry of the two places. On January 20,2021, General Secretary Xi Jinping, while inspecting the preparations for the Winter Olympics, for the first time put forward the idea of “speeding up the construction of the Beijing-Zhangjiakou sports culture tourism belt” , injecting new connotation into the strategy of coordinated development of Beijing, Tianjin and Hebei.

## **1. Introduction**

Beijing-Zhangjiakou sports culture tourism zone is a tourism and leisure zone with sports culture as its core, which is the deposit zone of compound sports culture, including ice and snow sports culture, grassland sports culture, military sports culture and hiking sports culture. In order to construct the sports culture tourism zone, we must fully excavate the rich sports culture in the tourism zone and promote the sustainable development of the area. The construction of the Beijing-Zhangjiakou sports culture tourism belt is a crucial period for the deepening of the National Strategy for the coordinated development of Beijing, Tianjin and Hebei, as well as the deepening of the preparation for the Beijing Winter Olympic Games, general Secretary on promoting the coordinated development of Beijing, Tianjin and Hebei, actively planning for the use of Winter Olympic venues after the Games a new development task. “speeding up the construction of the Beijing-Zhangjiakou sports culture tourism belt” has injected new connotation and provided a new grasp for the coordinated development strategy of Beijing, Tianjin and Hebei. It is a vivid practice of implementing the four major Olympic concepts and “the world of ice and snow is also a mountain of gold and silver. “ It is a powerful measure to consolidate “mass sports is the foundation of a strong country in sports” and “a strong country in sports is a strong country in sports” . The

construction of the Beijing-Zhangjiakou sports cultural tourism belt is conducive to the implementation of the “five-in-one”, the acceleration of the coordinated development of Beijing, Tianjin and Hebei, the first trial, the continuation of the Olympic heritage, and the promotion of mass ice and Snow Sports and ice and snow sports industry.

## **2. Path**

Unlike the Yangtze River economic belt, the Guangdong-Hong Kong-Macao Bay area and the Hainan Free Trade Port in China, the Beijing-Zhangjiakou sports culture tourism belt is built on high-speed railways and expressways, a belt-shaped space economic belt with sports, culture, tourism and other resources along the way as nodes. Therefore, based on the progress made and the existing problems since the idea of the Beijing-Zhangjiakou sports culture tourism belt was put forward, according to the theoretical support and perspective provided by different disciplines, and drawing on the experience of the development of the foreign sports culture tourism industry concentrated area, put forward the construction route of Beijing-Zhangjiakou sports culture tourism belt.

### **2.1 Innovation in Institutional Mechanisms**

#### **2.1.1 Government Guidance and Coordination**

Relying on the working mechanism of the Leading Group for the coordinated development of Beijing, Tianjin and Hebei, we will explore the establishment of an office for the development of the Beijing-Zhangjiakou sports culture tourism belt, establish a communication and liaison mechanism, and break through the administrative boundaries of the original administrative regional entities and departments, we will strengthen coordination of policies, resources, projects and industrial funds, build a new platform for the integrated development of sports culture and tourism, and reshape a new economic geography pattern. Give full play to the central role of the market in the allocation of resources, taking “sports + “, “culture + “ and “tourism + “ as the main lines, starting from excavating the connotation of sports culture tourism belt, creating cross-regional cultural tourism experience products, developing competitions and mass sports activities, and building city brands, it will promote the integrated development of sports, culture and tourism industry in Beijing-Zhangjiakou sports culture tourism belt, and make Beijing-Zhangjiakou sports culture tourism belt become the first “national sports culture tourism pilot area” in China.

#### **2.1.2 Establish a System of Coordination**

Based on the geographical advantages of the Beijing-Zhangjiakou sports culture tourism belt, which is located at the junction of the Metropolitan Circle and the ecological function area, and taking full advantage of the opportunities brought about by the national strategy of the coordinated development of the Beijing-Tianjin-Hebei region and the holding of the Beijing Winter Olympic Games, and giving full play to the advantages of Beijing as an international transportation hub, promoting cross-regional infrastructure construction, development of sports and cultural tourism, industrial distribution, public services and integrated development of ecological environment, jointly build a world-class sports tourism destination based on the coordinated development of Beijing, Tianjin and Hebei, radiating the world.

#### **2.1.3 Industrial Standards and Industrial Statistical Systems**

To jointly develop the standardization system of the Beijing-Zhangjiakou sports culture tourism

belt, promote the standardization of the service of the Beijing-Zhangjiakou sports culture tourism belt, and unify the statistical caliber of the sports culture tourism belt, the monitoring and analysis of sports culture and tourism consumption data in the region shall be jointly carried out, and the collection and release system of sports culture tourism supervision data, early warning of tourist carrying capacity and public information shall be established.

## 2.2 Top-Level Design

1) In the process of drawing up the national territorial space plan and the provincial territorial space plan of Beijing and Hebei Province, the communication between Beijing-Zhangjiakou should be strengthened, and the development needs of the Beijing-Zhangjiakou sports culture tourism belt should be fully considered, it fully reflects the construction content of Beijing-Zhangjiakou sports culture tourism belt and Reserves Space for the development of Beijing-Zhangjiakou sports culture tourism.

2) Under the framework of the outline of the Beijing-Tianjin-Hebei coordinated development plan and the National “14th five-year plan and the outline of vision 2035” , the compilation of the “Beijing-Zhangjiakou special plan for the development of sports culture and tourism belt during the 14th five-year plan” should be started as soon as possible, to clarify the functional orientation, development objectives, industrial distribution and key tasks of the Beijing-Zhangjiakou sports culture tourism belt, and to comb the current development situation and resource distribution of the Beijing-Zhangjiakou sports culture tourism belt through the compilation of the plan, to form a major item bank around the development goals, build a number of national sports culture tourism integration demonstration bases, launch a number of sports tourism quality events, and create a number of quality sports culture tourism routes, foster a number of high-profile sports and cultural tourism enterprises, prominent brand characteristics, the formation of a cluster effect.

3) Taking advantage of the opportunity of the Beijing Winter Olympic Games to do a good job in the development and utilization of the winter Olympic heritage, closely combining the post-competition utilization of the Winter Olympic venues in the competition areas with the development and construction of the Beijing-Zhangjiakou sports culture tourism belt, the Beijing Winter Olympic Park, the Yanqing District Olympic Park and the Chongli Olympic Park “one pavilion, one policy, one competition area and one plan” will be incorporated into the overall development plan for the Beijing-Zhangjiakou sports culture tourism belt, efforts to create a number of high-quality Olympic heritage, the development of a number of high-quality Olympic heritage tourism products.

## 2.3 Optimizing the Development Pattern

On the basis of the existing industrial spatial layout of “one belt, three axes, three cores, multi-nodes and multi-areas” , with Beijing's urban area as the leading area, and the overall pattern of tourism development in Beijing-Zhangjiakou, construction of the northern tributaries of Chaobai River White River and the southern Yongding River for two ecological corridors, to the north of the Beijing-Zhangjiakou high-speed railway and Jingli high-speed as the main axis, taking the central Beijing-Tibet expressway (G6) and Beijing-new expressway (G7) , the southern ZhangShi Expressway + Beijing-Nanjing expressway as the secondary axis, with the six districts of Beijing as the main core and the competition districts of Yanqing and Zhangjiakou as the secondary core, take the sports, culture, tourism, ecological resources along the line as the node, take the sports industry base along the line as the area Beijing-Zhangjiakou sports culture tourism belt. Making full use of the advantages of transportation, industry, science and technology, talents, culture and innovation in Beijing and its radiation-driven effect, and combining Zhangjiakou's ecological, resource and

industrial conditions, the two-way free circulation of production factors and equal distribution of public services will be promoted in the areas of transportation, ecology, industry and public services. Through market-oriented allocation of resource elements and complementary industrial advantages, an industrial chain linking upstream and downstream will be formed to promote industrial upgrading and foster the formation of new economic growth points, comprehensively improve the integrity and balance of the development of the Beijing-Zhangjiakou sports culture tourism belt, and promote the connectivity, connectivity and integration of regional integration development, we will accelerate the formation of a new pattern of integrated development of sports culture tourism featuring coordination, cooperation, dislocation and distinctive features.

## **2.4 Increase Policy Support**

1) Through the improvement of fiscal and tax policy support, increase capital investment. We will promote policy innovation in the areas of fiscal fund allocation, policy-oriented fund support, the creation of industrial funds, and the establishment of investment and financing platforms. Actively strive for the National Sports, Culture and Tourism Industry Development Guide funds for the Beijing-Zhangjiakou sports culture tourism belt infrastructure and key projects. To explore the establishment of the Beijing-Zhangjiakou Sports Culture Tourism Belt Development Fund, which is composed of central and local financial funds, national policy funds, and funds from international organizations and relevant institutions, and which attracts the participation of social funds, to promote major projects settled, industrial restructuring and upgrading, industrial integration and development.

2) To study and formulate flexible and diversified land use policies for industrial development. We will explore the pilot reform of applying the index of turnover to increase or decrease the amount of land used for urban and rural construction, and the pilot project of linking the reclamation of idle homesteads with commercial collective land, supporting the construction of Sports, culture and tourism service facilities in the Beijing-Zhangjiakou sports and cultural tourism belt by using idle land under certain circumstances, and accelerating the promotion of the market-entry system for collectively-managed construction land in rural areas, establishing efficient land allocation mechanism of sports culture tourism industry.

3) Strengthen Science and technology and intellectual support. We will strengthen cooperation between key universities and research institutions in the region, explore the establishment of a university-enterprise joint talent training model, and cultivate sports, culture and tourism professionals. To provide intellectual support for the high-quality development of Beijing-Zhangjiakou Sports Culture Tourism Zone, an expert think tank of Beijing-Zhangjiakou sports culture tourism zone, which is composed of famous experts, scholars, trade associations and leaders of well-known enterprises, has been established.

## **3. Suggestions**

### **3.1 Tourists Are No Longer Satisfied with the Environment Quality, Characteristic Service, Government Supply and Management, But Put Forward Higher Requirements**

Special attention to environmental governance, transport systems, security, information networks, smart shopping, market regulation and regional resource integration. We will fully implement the ecological civilization theory that “Green Water and green mountains are mountains of gold and silver” and strengthen the protection of the natural environment and ecosystem. We will continue to improve the infrastructure of Tourism and leisure facilities, such as tourist toilets, tourist distribution centers and large-scale tourist consumption complexes. We will give full play to the

functions of transportation and tourist services provided by infrastructure facilities such as the Beijing-Zhangjiakou Railway, increase the number of transportation hubs, improve the transportation network and expand the coverage of transportation. We will vigorously promote a new retail model that combines online and offline, and increase online shopping and smart services. Strengthen market supervision and industry supervision to ensure that there is no unreasonable pricing in all aspects of tourism consumption. Strengthen the integration of regional resources, make full use of Beijing and Zhangjiakou as well as the entire Beijing-Tianjin-Hebei region sports resources, cultural resources and tourism resources.

### **3.2 Tourists Pursue the Diversity of Natural Resources, Cultural Resources, Tourism Products, Infrastructure and Space**

Fully tap mountain resources and sports and cultural resources, develop ice and snow tourism products and healthy tourism products, and develop all kinds of special catering and special accommodation, we will improve sports and leisure infrastructure, health and recreation infrastructure, and ecological leisure infrastructure. Relying on the existing industrial base of Beijing-Zhangjiakou, a characteristic industrial system with ice and snow, sports, cultural tourism and health care for the aged as its core will be formed, and industrial agglomeration and integrated development will be encouraged. Relying on the existing ice and Snow Industry Foundation in the north of Zhangjiakou, we will integrate the sports industry resources of the Chongli Winter Olympic Games and create a cluster of ice and snow sports industry including ice and snow, Mountain Sports and sports events. This paper explores the characteristics of Beijing-Zhangjiakou, integrates sports culture and Olympic culture into the development of regional tourism, and builds a cultural eco-tourism industrial cluster integrating cultural tourism, eco-tourism and health care tourism. Efforts will be made to promote the integration and extension of ice and snow, sports, cultural tourism and old-age care industries with traditional manufacturing and agriculture, and to develop new business forms such as sports equipment manufacturing and ecological agriculture. To enrich the core product categories such as ice and snow, sports, culture and health care, to build a “full cycle, four seasons” product system, to enrich product levels, to increase interest, and to expand the audience, to further reduce the requirements of sports tourism products on tourists professional skills. Fully integrate local characteristics, and encourage the development of ice and snow folklore, ecological catering and other characteristics of products.

3.3 Tourists are indifferent to the factors closely related to their own experience, do not have a clear concept of the necessary elements that the destination should provide, and do not have a strong sense of participation in destination construction and sports tourism activities

We will increase publicity and take various measures to raise the awareness of tourists participation and encourage them to take the initiative to participate in the construction of the destination. With the opportunity of carrying out the national fitness and the Winter Olympic Games, we will promote the popularization of ice and Snow Sports and guide the society to form a social atmosphere of attaching importance to and participating in sports. We will increase publicity, guide the public to take an active part in the construction of the Beijing-Zhangjiakou sports tourism cultural belt through the construction of public opinion columns and Internet surveys. Focus on improving the public track and experience venues, sports related attractions for tourists to provide skills training, and enhance the enthusiasm of tourists to participate in sports tourism.

### **3.3 The Construction of Tourism Destination Depends on the Joint Function of Government and Market**

Constantly improve the attraction and competitiveness of Beijing-Zhangjiakou sports culture

tourism belt as a new type of tourist destination. The government should focus on integrating all kinds of resources, defining image positioning, planning spatial layout, improving infrastructure, strengthening market supervision and industry supervision, and guiding and promoting major projects that meet the needs of tourists, we must give full play to the market in the allocation of resources, so that enterprises in product development, project construction, supporting services, improve the quality of play a greater role.

## Acknowledgement

Supported by the Fund for Shanxi '1331Project' Key Innovative Research Team(1331KIRT)

## References

- [1] Wang Yue, Sun Baoli. A probe into the heritage of Beijing 2022 Winter Olympic Games from the perspective of sustainable development[J]. *Journal of Beijing Sport University*, 2019,42(1):42-49.
- [2] Zhang Jian, Wang Huizhai. Research on the development of Life Cycle Sports Integration [J]. *Journal of Beijing Sport University*, 2020,43(12):1-10.
- [3] Liu Jun, Ji Min. A review of industrial agglomeration theory [J]. *Exploring economic issues*, 2011,32(8):34-39.
- [4] Zeng Guang, Zhou Weilin. Theory and progress of industrial agglomeration [J]. *JiangHuai Forum*, 2005,214(6):5-10.
- [5] Ma Jian. A review of industrial convergence theory[J]. *Economic Dynamics*, 2002(5):78-81.
- [6] Hu Hanhui, Xing Hua. Industrial Convergence Theory and its enlightenment to the development of Information Industry in China [J]. *China's industrial economy*, 2003(2):23-29.
- [7] Shan yuanyuan, Zhao Yulin. Research progress on some theoretical issues of industrial convergence abroad [J]. *Economic Review*, 2012(5):152-160.
- [8] Jiang Yiyi, Zhang Yue, Yang Zhandong. A study on the integrated development of sports and tourism from the perspective of life cycle[J]. *Journal of Beijing Sport University*, 2020,43(12):46-57,70.
- [9] Ge Quansheng, Fang Chuanglin, Jiang Dong. Geographic mission and man-earth system coupling path of building beautiful China[J]. *Journal of geography*, 2020,75(6):1109-1119.
- [10] Lu Dadao. A theoretical study of man-earth system in geography[J]. *Geographic Studies*, 2002,21(2):135-145.