

"Research on the Integration Mechanism of Sports, Culture and Tourism in the Post-Winter Olympics Era: Yanqing District as an Example

Jinghao Gao^{1,a,*}, Hongyu Cai^{2,b}

¹School of Management, Beijing Sport University, Beijing, China

²School of Marxism, China University of Political Science and Law, Beijing, China

^absugjh@163.com, ^b15070039414@163.com

*Corresponding author

Abstract: Yanqing District is a non-core area of Beijing and an important ecological cultured area of the capital, and it is also the location of the core competition area of the 2022 Beijing Winter Olympics and Winter Paralympics. The promotion of sports, culture and tourism integration in Yanqing District is the realistic manifestation of General Secretary Xi Jinping's "four important" thesis on sports; it is an effective intermediary focusing on the new requirements of high-quality economic and social development; it is the contemporary embodiment of efforts to build sports as a landmark cause for the great rejuvenation of the Chinese nation. Yanqing district seize the once-in-a-lifetime development opportunity, with the World Park, the Winter Olympics, Beijing-Tianjin-Hebei integration, etc. adhere to the integrated development of culture, sports and tourism, the establishment of interconnected coordination mechanism, the formation of a "sports platform, help culture and tourism; cultural tourism upgrade, sports value-added" the whole area of culture, sports and tourism sustainable development pattern. However, the integrated development of sports, culture and tourism in the "post-Winter Olympics" era still has certain shortcomings, and the next stage requires further efforts in terms of planning, publicity, industry and coordination.

Keywords: Post-Winter Olympics, Sports, Culture and Tourism, Integration Mechanism

Based on the strategic positioning of the capital city, Beijing takes the development of the capital as the leader, deeply implements the strategy of Beijing-Tianjin-Hebei cooperative development, adheres to the new development concept, builds a new development pattern, unswervingly decentralizes non-capital functions, effectively manages the "big city disease", vigorously improves the human living environment, comprehensively enhances the quality of the city, continuously strengthens the development vitality, and accelerates To build an international first-class harmonious and livable city. Among them, Yanqing District, as a non-core area and an important ecological cultured area of the capital, and as the location of the core competition area of the 2022 Beijing Winter Olympic Games and the Winter Paralympic Games, is responsible for the two major missions of "undertaking the decentralization of tourism in the core area to reduce density" and "revitalizing tourism in the ecological cultured area". Development mission, for the integration of sports, culture and tourism development has laid a solid foundation, open up a broad stage, to explore the development potential.

1. Starting point: theoretical preparation for the integration of sports, culture and tourism in Yanqing District

1.1. Theoretical Logic

Yanqing District to promote the integration of sports, culture and tourism is the realistic manifestation of General Secretary Xi Jinping's "four important" thesis on sports; it is an effective intermediary focusing on the new requirements of high-quality economic and social development; it is the embodiment of the era of efforts to build sports into a landmark cause of the great rejuvenation of the Chinese nation. Beijing Winter Olympic Games held to directly promote the "300 million people on ice and snow" sports development blueprint, as an intermediary to promote the ice and snow sports industry as the representative of the high quality and high level of development of the sports industry. "Snow and ice is also the silver mountain of gold", Yanqing as one of the three major competition areas

of the Beijing Winter Olympic Games, will certainly make a certain scale of sports industry in this "blossom", but also due to the special nature of ice and snow sports, especially snow sports and its climate conditions with Yanqing. At the same time, due to the special characteristics of ice and snow sports, especially snow sports, and their compatibility with the climate conditions of Yanqing, Yanqing, with its rich tourism resources, is bound to provide space and platform for the sports industry and the economic activities derived from it, and take this as the starting point to meet the growing needs of the people for a better life, reflecting the people-centered development ideology, which is of positive significance for the further implementation of the strategy of expanding domestic demand, and the formation of a new development pattern with the domestic cycle as the main body and the domestic and international cycles promoting each other.

1.2. The Basic Connotation

Yanqing District with the World Park, the Winter Olympics, Beijing-Tianjin-Hebei integration and other major events to attract investment to achieve the purpose of revitalizing the regional economy and promoting social development, break through the existing bottleneck in the development of ice and snow sports and tourism in Yanqing District, change the development model, develop high-quality ice and snow tourism product projects, around the theme of ice and snow, deep excavation of ice and snow culture and Winter Olympics culture, on the platform of the Winter Olympics economy to re-integrate resources, give full play to the The Winter Olympics effect, the ice and snow tourism as a trigger point, to create a suitable for the development of Yanqing District ice and snow + tourism chain, become the new leading industry in Yanqing District, the formation of domestic and foreign well-known brands, to bring sustained development momentum for Yanqing District, and at the same time become the highlight of the whole area of tourism in Yanqing District.

1.3. Core Importance

For Yanqing, the deep coupling in value direction between holding the Beijing Winter Olympics and promoting the integration of sports, culture and tourism is mainly condensed in the common starting and ending points - the "people-centered" development idea. Both the Beijing Winter Olympic Games and the promotion of the integration of sports, culture and tourism are aimed at development, and the core of development lies in "everything for the people, everything relies on the people, and all the results are shared by the people". For Yanqing, the landing of the Beijing Winter Olympic Games and the integration of sports, culture and tourism have greatly promoted its development and become a new "city card" of Beijing, largely improving the living standards and quality of life of the people in Yanqing, and there is still a vast space for development and endless development potential, which needs to rely on the people of Yanqing. We need to rely on the people of Yanqing to create together and add vitality.

2. Path: the Practice of Promoting the Integration of Sports, Culture and Tourism in Yanqing District

2.1. General Situation

Yanqing District seizes the once-in-a-lifetime development opportunity, insists on the integrated development of culture, sports and tourism with the World Park, Winter Olympics and Beijing-Tianjin-Hebei integration, establishes the coordination mechanism of interconnection and promotion, and forms the sustainable development pattern of culture, sports and tourism in the whole area of "sports platform, helping culture and tourism; upgrading culture and tourism, adding value to sports". Using high-quality natural resources such as mountains, water, rivers, forests, lakes and fields and landscape resources such as the World Park, World Portuguese Garden and the Great Wall, taking outdoor sports such as cycling, hiking, running, mountaineering, skiing, skating and paragliding as entry points, deeply linking the existing tourism resources in the region, creating a sports tourism destination suitable for spring, summer, autumn and winter, forming brand events, driving regional economic development and spreading "Beautiful Yanqing ice and snow summer capital" image.

The Beijing International Cycling Tournament held for nine consecutive times has become the first "one district, one product" mass sports brand activities in Beijing, and the 100-mile landscape corridor half marathon, the Gui River women's half marathon, the Wild Duck Lake ice and snow half marathon, etc. Attracted thousands of marathon enthusiasts to participate, driving the consumption of food,

accommodation and transportation. Second, the development of ice and snow sports tourism is good, based on Vanke Shi Jinglong Ski Resort, Badaling Ski Resort and Longqingxia Ice Lantern Scenic Area, and actively develop a number of ice and snow tourist attractions and venues such as the World Lisboa Park, Yudu Mountain, and the winter Gui River Ice Arena to develop ice and snow tourism. Third, the winter Olympics ice and snow atmosphere to further thicken, "beautiful Yanqing, ice and snow summer capital" as the main line, in the region to start ice and snow tourism, ice and snow culture, ice and snow events, ice and snow training 4 major activities. Fourth, actively expand the Winter Olympics ice and snow culture propaganda, the Winter Olympics culture, the World Park culture, the Great Wall culture organic integration, the use of various media platforms to promote the Winter Olympics ice and snow culture.

2.2. Specific Practice - Taking 2020 as an Example

Li Zhi, director of the industry center of Yanqing District Sports Bureau, mentioned in the discussion: "The World Park and Winter Olympics are held in Yanqing, which makes our infrastructure continuously improved, especially after the construction of the Beijing-Li high-speed and the opening of the high-speed railway, the convenience of transportation has attracted, and driven more people to Yanqing. Our current idea of sports and tourism integration is mainly through the event activities to attract traffic for the whole area of tourism in Yanqing and promote sports consumption and tourism consumption."

On August 8, "Towards 2022 from the beautiful World Park to the ice and snow Winter Olympics" 2020 (the seventh) Yanqing Walking Conference was held in Beijing World Park, during which the "Walking Winter Olympics - the most beautiful Yanqing hand shot" was launched. Cell phone photography and short video works collection activities, fully show the beautiful scenery, humanities and cultural charm of Yanqing, to promote the "beautiful Yanqing ice and snow summer capital" of the city image. In addition, the event also set up a special "Guishui Farming" organic vegetables, organic grapes, organic grains and other high-quality agricultural products to promote the agricultural products of Yanqing, providing more healthy dietary choices for the general public on the basis of physical fitness.

From August 15 to August 16, a chess tournament was held in Qianjiadian Town, in which 162 players from several districts in Beijing participated, increasing the accommodation and food reception in Qianjiadian Town, thus increasing the economic income of the local people. On August 22-23, the "Yanhai Cup" Invitational Short Track Speed Skating Tournament was held, in which 144 athletes from 6 districts in the city participated, driving more than 1,000 people to stay and eat in Yanqing, and Sun China, Greenhouse, BOC and Holiday Inn provided accommodation and food services for the tournament, which further boosted the development of Yanqing's regional tourism while deepening the collaboration between Yanhai and promoting the development of youth ice and snow sports in the region.

On September 13, the 2020 Chuangying Cup National Battle "Epidemic" Roller Skating Open was held, with 122 young players gathering at the tournament, stimulating the enthusiasm of children and youth groups to participate in roller skating and promoting the development of ice and roller sports in Yanqing. On September 20, the 10th Beijing International Cycling Conference was held in Beijing Hanquan Sports Park, where more than 500 cycling enthusiasts and children's scooter players from various industries gathered to "promote tourism with the conference", to continuously explore and promote high-quality cycling routes, and to promote the development of Yanqing's regional tourism. On September 22, the 2020 Beijing Yanqing District Farmers' Games were successfully held at the Yanqing Stadium, with more than 100 farmers from ten towns in the district participating, enriching the sports and cultural life of the farmers. cultural life, enhance the interaction between townships, and strengthen the enthusiasm of each township to create sports featured townships.

Director Li introduced: "Sports Bureau and Cultural Tourism Bureau to promote the integration of sports and tourism, large-scale activities to rely on the district government, the unit of leadership scheduling, functional departments together to complete the corresponding work tasks. When asked whether there are problems in the process of departmental communication and collaboration, Director Li cheekily replied, "We have a very good relationship between the two units, just across a wall."

This reflects from the side, whether it is sports through tourism to build sports business model, extend and realize the value of the sports industry, or tourism through the huge influence of sports events to attract the tourist population and enhance the value of the tourism industry, in general, to

achieve industrial integration of sports and cultural tourism is a win-win thing. Ice and snow sports and cultural tourism are mutual promotion, complementary and mutually beneficial relationship, the integration of ice and snow sports and tourism is the general trend, is sustainable development.

2.3. Experience Summary

2.3.1. Ice and Snow Set the Stage, the Industry Sings, Revitalize the Regional Economy and Promote Social Development

When introducing the ice and snow sports venues in Yanqing, Director Li said, "After the Winter Olympics, there will be three ski resorts and four indoor ice rinks in Yanqing District, plus the National Alpine Ski Center and the National Snowmobile and Bobsled Center, which, in addition to undertaking the task of training and guaranteeing the national team, will be opened to the public in a socialized and market-oriented operation mode after transformation. We give related enterprises and venues to actively seek subsidies and provide assistance, by which they drive employment and increase tax revenue, thus pulling the development of the whole Yanqing."

Yanqing District to "ice and snow +" and "+ ice and snow" as the main form, expand the supply of ice and snow sports products and services. With the Winter Olympic Games and the World Park as the highlight, the focus is on creating a special area that integrates ice and snow sports, tourism, recreation and vacation; rational use of the World Park heritage to achieve anti-seasonal operation, providing ice and snow enthusiasts with four-season ice and snow experience. First, landing ice and snow competition performance products and services, introducing or hosting large domestic and international ice and snow events, and hosting large ice and snow sports events every snow season. The second is to standardize ice and snow training products and services, positioned in the primary skier consumer market and professional-level skating market, providing safe and high-quality training courses. Third, the development of ice and snow folklore products and services, integration of leisure agriculture, relying on the construction of beautiful countryside, to encourage the creation of ice and snow theme class B&B and ice and snow characteristics of agricultural products. Fourth is to try to introduce ice and snow intelligent products and services, encourage the use of VR, 5G, Beidou satellite, cloud platform and other high-tech, the development of virtual reality technology ice and snow products. Fifth, we strive to form an ice and snow industry ecosystem with ice and snow tourism and ice and snow equipment research and development as the core layer, ice and snow training, ice and snow competition and performance, non-snow outdoor sports and leisure as the support layer, and ice and snow folklore and intelligent ice and snow as the associated layer.

2.3.2. Natural Base, Ecological Drawing, Promote the Construction of the Ice and Snow Ecological Sports and Tourism City

Yanqing District in the World Park and Beijing Winter Olympic Games preparation cycle, one is to focus on the ecological protection and environmental management in the region. It will absorb green and low-carbon new industries into Yanqing, shut down high-energy-consuming and high-polluting industrial industries, vigorously develop the economy and improve the living conditions of residents on the premise that green vegetation and ecological water sources will not be damaged. Second, vigorously develop public transportation and new energy vehicles. Advocate green low-carbon travel mode, support the race area to improve the public transportation system, actively promote new energy vehicles, promote the demonstration application of hydrogen-fueled vehicles, and reasonably plan and build charging piles, hydrogen refueling stations and other supporting facilities. Third, strengthen the concept of green low-carbon development. So that the green development concept has been publicized and promoted in the whole society, enhanced the awareness of ecological protection of Yanqing people, actively carry out environmental management and join the practice of building a sports city with ice and snow ecology.

2.3.3. Sports Salary, Cultural Drawing, the Formation of the Whole Area of Culture, Sports and Tourism Sustainable Development Pattern

While introducing the ice and snow sports venues in Yanqing District, Director Li also briefly introduced the basic situation of "integration of sports and education" in Yanqing District, which takes the preparation of Beijing Winter Olympic Games as an opportunity to launch the activities of ice and snow sports culture in schools, where ice and snow sports professionals go to schools to popularize knowledge about ice and snow sports, promote ice and snow culture and Winter Olympic culture In order to stimulate the enthusiasm of young people to participate in ice and snow sports. At the same time, the government and schools to carry out in-depth cooperation, the use of financial support, youth

and younger children to participate in ice and snow sports to be subsidized, at a lower price to participate in ice skiing sports, in the "double reduction" policy to promote the development of school ice and snow sports, to achieve the "300 million people on ice and snow The goal of "300 million people on ice and snow". At the same time, to promote the Olympic spirit and the concept of Paralympics, focus on the popularization of ice and snow culture in cities and villages, promote a healthy lifestyle, enhance the level of social civilization and social awareness of helping people with disabilities, and enhance the friendship of people from all countries, adding a new connotation and Olympic colors to the development of the city in the new era, to meet the needs of people's spiritual and cultural life.

To sum up, Yanqing District has formed the "goal of building a world-class winter sports destination with the help of Winter Olympics tourism", "seize the opportunity, policy inclination, and promote the development of related industries", "integrate sports with tourism, leisure and recreation", and "integrate sports with tourism, leisure and recreation". "integration of sports and tourism, leisure and entertainment, cultural and creative new industries", "emphasis on the role of media publicity, the use of the Winter Olympics to build a sports city brand", "focus on environmental management, to build an ice and snow ecological sports city "Five highlights.

3. Prospect: Actions to Promote the Integration of Sports, Culture and Tourism in Yanqing District in the "Post-Winter Olympics" Era

3.1. Deficiencies

First, the new coronavirus pneumonia epidemic has brought a huge blow to the tourism and sports industry in Yanqing District, and the output of sports, culture and tourism integration does not match the expenditure; second, the existing ski resort cannot meet the demand for high-end events, the existing supporting infrastructure needs to be further improved, and the cost of electricity and water for the ski resort is high; third, the soft power of sports industry needs to be enhanced, and professional and technical talents in sports industry and ice and snow sports need to be introduced to inject new strength into the development of sports industry; fourth, the Zhongguancun Yanqing Park has few supporting policies. Fourth, Zhongguancun Yanqing Park has few supporting policies for funding, compared with other areas without obvious advantages; Fifth, tourism-related infrastructure and public services are still not perfect, the team returned to the Wild Duck Lake National Wetland Park, waiting for nearly an hour because they could not get a cab and the only bus line time interval is too long.

3.2. Policy Recommendations

Yanqing District should be "to build ice and snow tourism as the core of the integrated industrial system with the characteristics of Yanqing District, while improving commercial and service support", "grasp the ice and snow tourism integration content product development", "market consumption promotion We will promote the deep integration development of sports, culture and tourism by taking the "positioning of key market consumer groups" as the grasp.

3.2.1. Draw a Good Roadmap for the Integration of Sports, Culture and Tourism Development, and Improve the Ecosphere of Sports, Culture and Tourism Integration Development

(1) Strategic planning. In the context of rural revitalization and the post-Winter Olympics era, we should fully study and understand the development orientation and policy support of the country and Beijing, and effectively plan the general idea, overall positioning and strategic deployment of the integrated development of culture and tourism in Yanqing. In the strategic positioning, we should fully consider the business model, the driving effect of sports, culture and tourism industry on the local economy, think clearly and find the right source market, and clarify the precise customer positioning.

(2) Product planning. Precise strategic positioning must be reflected by good sports and cultural tourism products, to do a good job on the basis of strategic planning, do fine products, to fully explore the local characteristics, operability, integration of innovative ideas of explosive products, personality products. Such as the recent ice and snow carnival in Beijing's World Park Park to carry out the characteristics of the Winter Olympics products on display.

(3) Concept planning. It is to focus on the previous planning results to the specific land, theoretical results really put into practice, the development of new ideas and the establishment of new concepts. How to continue to develop the planning strategy of "Yanqing summer capital" ecological cultured.

(4) Operation planning. To establish the concept of "moderate construction, moderate operation", such as in recent years, a rural cultural hall and indoor gymnasium around the rise, the village organizations and propaganda and cultural departments have invested a lot of money, and many halls and gymnasiums are built in the case of unmanaged, closed doors all year round, completely by the government to invest in the construction of sports Cultural tourism projects are more necessary to do a good job of operational planning, to avoid the waste of human and material resources.

3.2.2. Tell the story of "Yanqing Sports and Cultural Tourism" and Accelerate the Expansion and Development of the Cultural Tourism Industry Market

(1) Give full play to the subjective initiative of the integrated media center. In the "post-Winter Olympics" era, we should continue to focus on the "winter scenery" project of Winter Olympics sports and cultural tourism, and strengthen cooperation with mainstream media such as Xinhua, Beijing Daily and China Press and Publication to launch the Yanqing tourism publicity theme, rolling publicity throughout the year. To make quality content in the spirit of fine work, focus on Yanqing sports and tourism, winter sports short video, promote positive energy and heart-warming short video of Yanqing ice and snow sports and cultural tourism, shake up the good-looking, delicious and fun things of Yanqing on ShakeYin; also can cooperate with relevant sports experts, invite them to come to Yanqing to experience related sports facilities and fine winter Olympic ice and snow tourism routes for promotion and publicity. Continue to develop the IP of sports, culture and tourism, develop boutique cultural and creative stores, and connect with Beijing TV to carry out relevant programs and advertising campaigns.

(2) Accelerate the reform of the business management system of the sports, culture and tourism market. For the venues after the Winter Olympics, we should accelerate the implementation of the divestiture of management and operation rights, the establishment of the same scenic development scale relative to the administrative management agencies, by the main leaders of various regions and departments directly, to guide the development of the venues; and special operating companies docking specifically engaged in the daily operation of the venues, market development, publicity and promotion activities, and encourage enterprises to implement performance assessment.

(3) Accelerate the pace of reform of key sports enterprises and local cultural tourism units. For some of the more operational cultural tourism institutions, to speed up the reform process and sports integration, to complete the corporate restructuring; encourage private capital and private economy into the sports and cultural tourism industry. Sports industry and cultural tourism institutions with a strong public interest, to speed up the pace of "go to market", and strictly control the institutions or leaders in charge of the market rent-seeking behavior.

(4) Deepen the structural reform of the supply side of the sports and cultural tourism market, to improve the quality of products and services. Respond to the national supply-side structural reform, constantly improve the quality of related products, in order to constantly meet the various types of higher needs of tourists, constantly provide high-quality sports and cultural and tourism market supply, and effectively improve the sense of experience, access and happiness of tourists. Build a strategic cooperation mechanism of cultural tourism enterprises, strengthen mutual communication, mutual learning and mutual promotion among sports and tourism enterprises, and achieve win-win cooperation and mutual benefit.

3.2.3. Build a "Concentric Circle" for the Integrated Development of Sports, Culture and Tourism in Yanqing, and Let the Source of Value Creation Flow

(1) the introduction of the Yanqing Sports Bureau and the Yanqing Culture and Tourism Bureau of mutual cooperation, mutual communication of the collaborative office mechanism, to further strengthen the cultural and tourism industry to promote the revitalization of sports in Yanqing and the comprehensive development of sports and snow industry in the process of deep, detailed, and practical integration of cultural and tourism development.

(2) to establish and improve the job rotation system and posting system, innovative management system, conversion of employment program, more to encourage emerging sports talents to participate in the planning of cultural tourism, strengthen the multi-position exercise learning, comprehensive upgrade the cultural and tourism expertise and comprehensive quality of the staff of the cultural tourism department and sports department, to achieve the simple addition of personnel to the comprehensive quality of cultural tourism, to promote Yanqing sports Culture and tourism deep integration to provide certain talent support.

(3) select and send grass-roots cultural and tourism talents and senior management of cultural and tourism enterprises to the Yanqing Tourism and Sports Bureau for posting and study, to further enhance the ideological understanding and professional theoretical level, and to promote the sustained upward development of sports and cultural tourism industry.

(4) The establishment of sports industry alliance, build expert think tank. Support the sports science and technology industry technology alliance, professional institutions unite the industry chain upstream and downstream enterprises or user units, establish industry-university-research mechanism, and jointly build a common technology service platform and industry promotion service platform. With university professors, scientific researchers, business executives and other relevant talents as members, establish a sports industry think tank, form a linkage mechanism between industry, academia and research, and provide scientific decision-making basis for the development of sports science and technology industry in Yanqing District.

(5) Continuously accelerate the cultivation of industrial promotion atmosphere. Invite relevant industry experts and enterprises to carry out market matching and exchange activities for the display, demonstration and pilot application of new technology and new products for the Winter Olympic Games around the peripheral protection needs of the construction of two villages and two pavilions in the Yanqing area of the Winter Olympic Games, as well as the venues and sports facilities resources in our region. In-depth matchmaking with the North Sports University and the First Sports Institute in the field of ice and snow industry projects, ice and snow events, ice and snow education and training, sports + and other industrial projects and activities.

3.2.4. To Promote the Integration of Sports, Culture and Tourism Development in Yanqing "Money Bag", to Promote the High-Quality Development of Yanqing Economy and Society

(1) Continue to promote the integration of sports events and tourism. Continue to undertake large ice and snow events, promote the upgrading of snow parks, promote the construction of the Beijing ice training base, and strengthen the construction and management of the national sports industry base in Yanqing District. Assist the introduction of industrial planning, and actively improve the sports industry policy system, better play the role of financial funds to guide the amplification and the decisive role of the market in the allocation of resources.

(2) Further improve the investment mechanism. Zhongguancun Yanqing Park to establish a "business investment, to serve the enterprise" mechanism, and gradually improve the key enterprise library, the project library under negotiation, land space library, expert resources, policy resources, and timely dynamic update. First, tracking target enterprises. Sort out and summarize the core technology, innovation level, business situation and other information of the target enterprises. In-depth docking with enterprises to understand their landing needs and promote project progress for their specific needs. Secondly, establish an industrial directory list. Compile each industrial project into a book according to project overview, scientific and technological research and development, team building, business performance, promotion problems, progress, and suggested measures, and update the project information in a timely manner.

(3) Vigorously introduce sports science and technology enterprises to promote the development of industrial clustering. Accelerate the introduction of policies and measures to promote the development of sports science and technology industry, focusing on supporting the "high precision" sports technology enterprises and R & D institutions to agglomerate development, investment as a grip to vigorously introduce sports technology enterprises, to build the Zhongguancun Yanqing Park Sports Innovation Park for R & D pilot base, high-end intelligent manufacturing base, enterprise headquarters base. Cultivate the development and growth of sports technology industry, attract sports technology enterprises oriented to sports big data, Internet sports channel operation, wearable devices, VR/AR intelligent hardware and other sports technology enterprises to land, promote the transformation of sports technology achievements and demonstration applications, and build a sports technology industry gathering in the main fields of sports data processing, sports capture, training equipment experiments, intelligent venues, Internet of things, 5G, technology spectator experience.

4. Conclusion

Yanqing District should focus on developing high-quality ice and snow vacation tourism or ice and snow vacation products and services with popular ice and snow sports as the carrier, and improving the quality of tourists' experience by constantly updating vacation tourism facilities and activities.

Accelerate the design and landing of urban hardware and software construction in Yanqing District by holding various ice and snow sports events in order to attract domestic and foreign tourists and increase tourism and related income; popularize and promote mass ice and snow sports in the region; and use the wide dissemination of the events to enhance the brand and influence of the Yanqing region. Actively develop ice and snow festivals and highlight local and diverse characteristics in terms of cultural themes, marketing and presentation of the events, so that the festivals become festivals for all people to celebrate and maximize the participation of visitors from all over the world. Give ice and snow tourism more human factors in the market promotion, highlight the great charm of ice and snow tourism products, so that tourists realize that ice and snow tourism can not only bring exciting experiences, but also cultivate the sentiment, nourish the body and mind, and create opportunities to achieve the common growth of family members. With the core of ice and snow + tourism industry chain, it also drives the development of ice and snow equipment technology research and development and manufacturing, exhibition, mountain outdoor and other related industries suitable for regional development, forming regional high-quality ice and snow brand enterprises, and playing the role of ice and snow economy to promote the regional economy.

References

- [1] Wei JF, Ming QZ. *Role practices in the spatial production of Dong Hundred Family Feast non-family heritage tourism: an analytical framework based on "role-space" theory*. *Human Geography*, 2020, 35(2):7.
- [2] Wang Xiaoyu. *Changes and trends of cultural tourism investment in China under the new economic development pattern*. *Journal of Tourism*, 2021, 5(2):16-19.
- [3] Wang Zhaohong, Luo Le. *Strategic thinking of promoting the high-quality development of sports industry in Beijing-Zhangzhou sports and cultural tourism belt*. *Journal of Beijing University of Sports*, 2021, 44(4):14.
- [4] Zhong Xiaodong. *The path of digital finance to help the development of cultural tourism industry*. *Industrial Innovation Research*, 2020(5):2.
- [5] Li Dongjuan. *The strategic concept of "Exi ecological and cultural tourism circle" based on value innovation*. 2021(2012-33):185-187.