

## **Strategy Analysis of the 2022 Winter Olympics in Hebei Province**

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### **Abstract**

Based on the research situation analysis of preparations for the current large-scale sport events by the method of literature review and according to the actual situation of Hebei Province, this article analyzes the challenges and opportunities brought by the 2022 Winter Olympics to Hebei Province and puts forward proposals for the preparations. In the run-up to the 2022 Winter Olympics, the biggest challenge to Hebei Province will be traffic, sports science and technology service and the lack of experience on preparations and management for sport event. The holding of Winter Olympics will facilitate industrial transformation and upgrade and boost the economic development and cultural transmission of Hebei Province. Positive strategy shall be adopted during the preparation period of 2022 Winter Olympics and cooperation between the governments of Beijing and Hebei Province shall be strengthened. Hebei Province shall implement the talent introduction strategy, strengthen infrastructure construction and establish sport event schedule, management system, evaluation mechanism and security assurance system.

**Keywords::** Hebei Province, Winter Olympics, Strategies

### **FOREWORD**

2022 Beijing Winter Olympics will be the first Winter Olympics held by megacity in the history, which will lead the Winter Olympics into a brand new era . 2022 Winter Olympics is a joint bid made by Beijing and Zhangjiakou and most of the competitions will be held in Zhangjiakou. Zhangjiakou is only about 249 km from Beijing and its Chongli County has natural perfect condition for winter competition events. But it is relatively outdated in the following aspects as traffic, science and technology and infrastructure. As the main venue of 2022 Winter Olympics, Beijing owns the unique conditions as the experience of holding international sport events, perfect traffic, developed infrastructure and all kinds of talents. But as one of the main venues, Zhangjiakou has no experience on holding international sport events ever. Under the guide of the vision of “clean ice and snow, date of passion”, what measures shall be adopted by Hebei Province to meet 2022 Winter Olympics? Based on the analysis of challenges and opportunities brought by Winter Olympics to Hebei Province, this paper will analyze the preparation strategy for 2022 Winter Olympics elaborately.

### **STUDY ON THE PREPARATIONS FOR LARGE-SCALE SPORT EVENTS**

As for studies on preparations for large-scale sport events, Li Yanxia and Wang Zhihui (2006) have analyzed the role played by lease in large-scale sport events by the methods of literature review and interview .Jiang Zhixue has analyzed the preparations from science and technology.

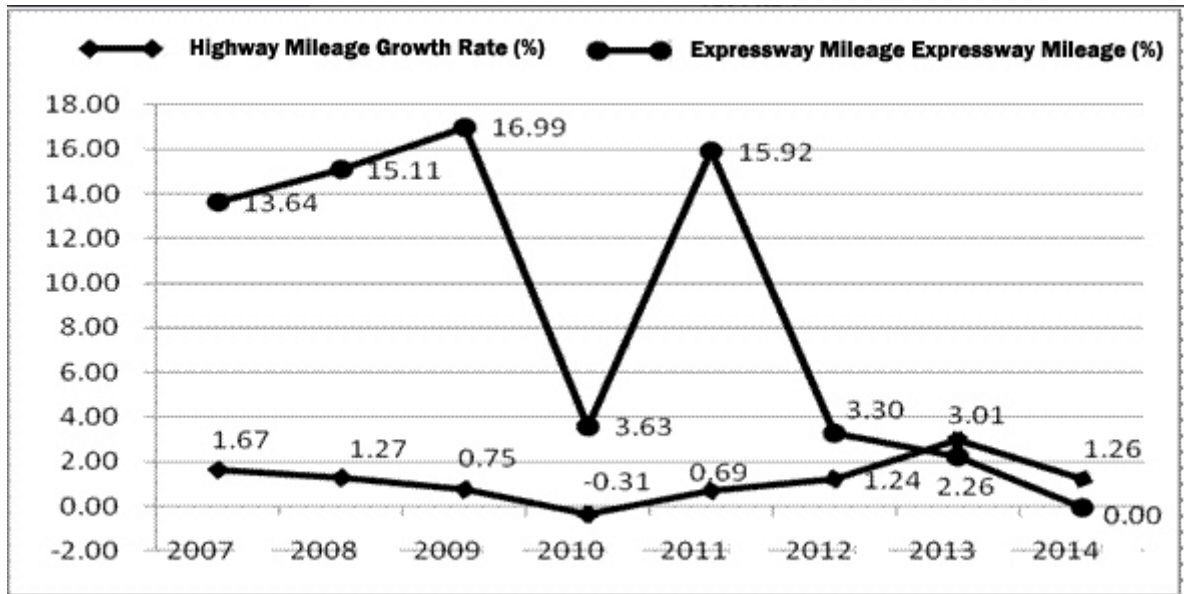
He holds that preparing for Olympic Games shall rely on sports science and technology to integrate sports talents, increase the intensity of reward for scientific preparations and increase project approval for scientific research subjects . Nie Domgfeng and Li Shaocheng (2008) have studied the preparing strategies of Beijing Olympic Games through analyzing the changes of guideline from bidding for to preparing . Wang Wei (2008) has set forth the preparing experience of 2008 Beijing Olympic Games from the following aspects as objective, Olympics concept, system, innovation, frugality and the people's livelihood, ect. .Through analyzing, Miao Xiangjun (2008) thinks that the preparing system of Olympics shall includes the following elements as target, personnel, resources, process, system, structure and culture ect. and shall be composed of such typical subsystems as decision, command, proposals, execution, operation, supervision, feedback and ensuring etc. Specialized management system and regular working system constitute the preparing institutional system of Olympics .By analyzing the London mode of Olympics preparations, Ren Hai (2012) holds that legal system platform, organizing mechanism and atmosphere are important for preparations of Olympic Games . Zong Wei and Shi Lifeng thinks that it is the foundation to attract numerous people to participate in, the objective to spread healthy sportsmanship, the emphasis to show favorable city image and the opportunity to carry forward excellent sports culture . Yi Xin (2013) has analyzed its preparation and implementation process of London Olympic Games from the visual angle of urban development and set forth the features and problems of cooperative development mode reflected in large-scale sport events . The scholars mentioned above have analyzed the key elements of preparing for Olympic Games from such aspects as economy, objective, process and Olympics culture. Different cities shall prepare that Olympic Games according to their own resource situation and the purpose of bidding for Olympics. As one of the host cities of 2022 Beijing Winter Olympics, Zhangjiakou city of Hebei Province will face what kind of challenge? What strategy shall be adopted to prepare 2022 Winter Olympics?

### **THE CHALLENGE AND OPPORTUNITY FOR HEBEI PROVINCE PREPARING FOR THE WINTER OLYMPICS**

#### **The challenge to Hebei Province brought by Beijing Winter Olympics**

##### ***The challenge to the traffic of Hebei Province***

As traffic is the essential condition to hosting a perfect Winter Olympics, the transport infrastructure of Zhangjiakou City still needs to be improved. According to the official website data collected by Zhangjiakou Statistical Bureau (see Figure 1 below) , the highway mileage of Zhangjiakou was increasing slowly year-on-year from 2010, and dropped in 2014. The year-on-year growing rate of expressway mileage began to drop from 2011 till to be zero in 2014. By December, 2014, the highway total mileage of Zhangjiakou is 20,452 km and the expressway total mileage is 769 km. As the national political and cultural center, Beijing owns very convenient traffic network, the world biggest Beijing Capital International Airport, Beijing Station, Beijing West Railway Station and Beijing North Station stretching to railway junctions of all directions. As a result, the out-dated traffic facilities will be the biggest challenge to Zhangjiakou.



**Figure 1 The highway mileage of Zhangjiakou Shi from 2007 to 2014**  
 Data source: Zhangjiakou Statistical Bureau Official Website

***The challenge to sports science and technology service of Hebei Province***

Science and technology have been one of the key factors for supporting all-level sport events and sports science and technology is also the guarantee for successful hosting of sport events. As a natural ski resort, Zhangjiakou has only host Chongli International Skiing Festival, and hasn't host large-scale international sport event ever, so it lacks experience for preparing large-scale international sport event and talents reserve. The vision of 2022 Beijing Winter Olympics is "clean ice and snow, date of passion". Clean ice and snow need neat environment. As the motif of green Olympics, environment will be the major limiting factor for Hebei Province to prepare 2022 Winter Olympics. Thus, the limited experience on security scientific and technical service, venue scientific and technical service and environmental management scientific and technical service and the lack of scientific manpower will be the biggest challenge to Zhangjiakou for preparing the Winter Olympics.

***Limited preparations and management experience on sport events***

As one of the largest cities in China, Beijing hosted all levels of international sport events such as Summer Olympic Games, Asian Games, World Championship and China Tennis Open etc. Beijing has the experience of hosting all levels of sport events and management experience, while Zhangjiakou and even the whole Hebei Province have limited experience of host large-scale sport events. Talents are the core of sport event managements and the subject of dominating and operating sport events, while Hebei Province lacks the sport events management personnel. Yi Jiandong, a famous expert, holds that the biggest challenge for Zhangjiakou to prepare the Winter Olympics is talent shortage including foreign language talents and other specialized talents in relevant fields and the limited experience on organizing and management . So, the limited preparation and management experience on hosting sport events and the lack of sports management talents will be the biggest challenge for Hebei Province to prepare 2022 Winter Olympics.

***The development opportunity to Hebei Province brought by Beijing Winter Olympics***

The biggest opportunity brought by the successful applying for the Winter Olympics to Hebei Province is to lead industry transformation and make leisure service industry to be an economic growth point. The high speed development of secondary industry is at the cost of ecological environment. As a result, Hebei Province has to suffer hazy all the time. The host of

Winter Olympics certainly will change the environmental status of Hebei Province and lead its industrial transformation. In addition, it will also bring opportunity to economic growth of Hebei Province before, during and after. Besides, it will bring opportunity to cultural development of Hebei Province. The host of large-scale sport events is a cultural contact medium for the world. The excellent culture of Hebei Province and the cultural heritage of Winter Olympics will spread to the world through this event, which also could bring new opportunity to development of cultural industry of Hebei Province.

**2022 WINTER OLYMPICS PREPARING STRATEGY**

The organization management mode we adopt to prepare Olympic Games is line- functional organization structure featured with committee system and the preparing system includes such elements as objective, personnel, resource, system, structure, process and culture. Hebei Province shall prepare the 2022 Beijing Winter Olympics according to the function mode of Beijing Winter Olympics Organization Committee and in combination with the task object of Hebei Province. Hebei Province shall start to prepare from the following aspects:

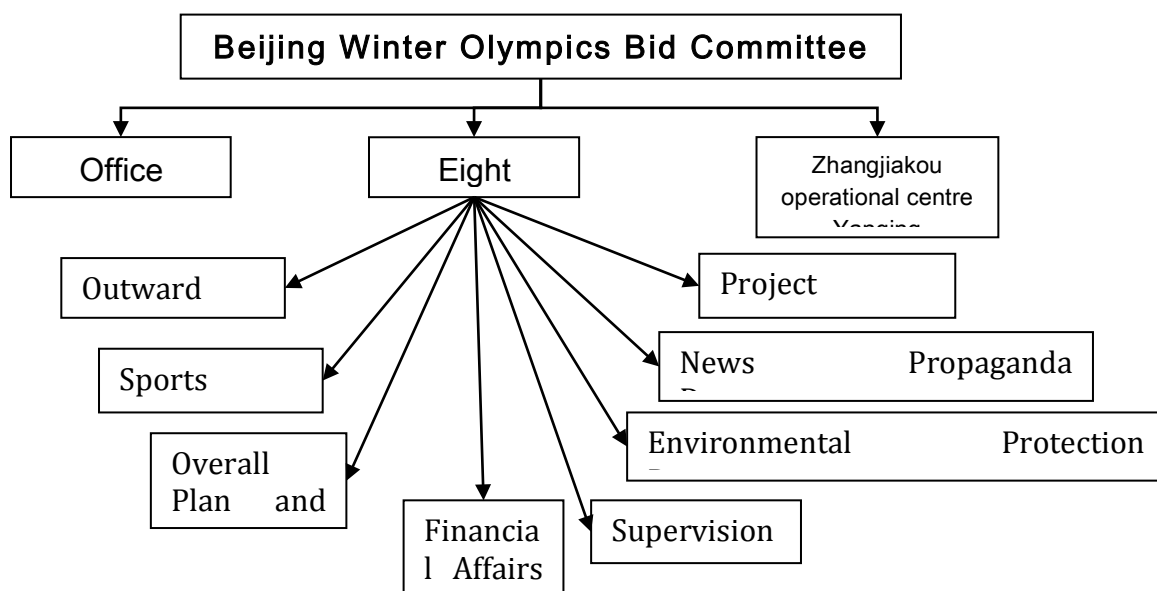


Figure 2 2022 Beijing Winter Olympics

**Strengthening the cooperation between Beijing and Hebei Province**

Zhangjiakou is the host city of 2022 Beijing Winter Olympics and it belongs to The People's Government of Hebei Province, so it is necessary to strengthen the cooperation between Beijing and Hebei Province in the whole preparing process. From Figure 2, we can see that the 2022 Winter Olympics Bid Committee sets up Zhangjiakou Operational Center. So the bidding for 2022 Winter Olympics is in relation to correlated matters between the People's Government of Hebei Province and People's Government of Beijing Municipality. With the successful bidding for Beijing Winter Olympics, Beijing Winter Olympics Organizing Committee of Olympic Games will be established in 2016 and preparations for Beijing Winter Olympics will be started. In the process of preparing, the People's Government of Hebei Province will assist Beijing Organizing Committee for the Olympic Games. Thus, the cooperation between Beijing and Hebei Province shall be strengthened and Hebei Province shall borrow ideas from

the experience of Beijing preparing large-scale sport events and follow the command of Beijing Organizing Committee for the Olympic Games to work based on the resource current state of itself.

### **Implement talent introduction strategy**

As a host city with limited experience on hosting sport events, sport event talents are very important for Hebei Province to undertake the largest international sport events for the first time. The human resource work analysis of sport events shall be concentrated to pre-competition. The targeted and experienced recruitment and employment of human resource shall be divided into hiring and recruit. In addition, the human resource recruitment for sport events lacks excellent talents in our country . As talents are the core in the process of preparing and hosting, Hebei Province shall formulate scientific sport events talent introduction strategy before starting to prepare the 2022 Winter Olympics to make up the talent shortage in sport event management and operation for Beijing Winter Olympics.

### **Improve infrastructure construction**

Infrastructure construction is very important for Zhangjiakou to host a perfect Winter Olympics. Infrastructure includes sports halls, traffic facilities, urban infrastructure and medical facility etc. Hebei Province shall complete urban planning, urban infrastructure's building and renovation to serve the competitors and spectators of Beijing Winter Olympics. After the 2022 Winter Olympics, Hebei Province will host 2022 Paralympic Games. Urban infrastructure shall be constructed by the principle of humanization on the basis of showing historical background of the urban culture so as to better serve for the disabled athletes on living and competition.

### **Establish sport events preparation plan and management system**

Large-scale sport events need scientific preparation plan and management system to design the building of sport events venue, traffic facilities and medical structure during the preparation. Hebei Province shall formulate sport event preparation plan according to the requirements of Beijing Organizing Committee for the Olympic Games and in combination with the actual condition of Zhangjiakou and formulate appropriate sport events management system. As the co-organizer, the People's Government of Hebei Province shall reasonably coordinate sport event preparation, make it to be the focus and difficult point of "13th Five-year Plan" , increase scientific research project approval and settle the scientific research problem in the process of preparing. The preparation plan of sport event includes venue infrastructure construction plan, sport event service plan, Winter Olympics' culture propaganda and scientific research breakthrough and the management system includes human resources management system, venue management system, scientific and technical service management system, finance management and information management etc.

### **Establish sport event evaluation mechanism**

On the basis of establishing sport event preparation plan, sport event evaluation mechanism shall also be established. The host of large-scale sport event will have effects on Zhangjiakou and even on Hebei Province. According to statistics, 2008 Beijing Olympic Games' contribution to the growth of GDP of China accounted for 0.3 % every year, and to the growth of GDP of Beijing accounted for 2% . According to the venue building plan of 2022 Winter Olympics, 4 venues and 2 temporary venues will be built in Zhangjiakou and another 2 venues will be renovate. Sports venues will be the physical object legacy for Zhangjiakou, which promotes the development of economy and society of Zhangjiakou. The host of Beijing Winter Olympics will have a strong impact on Zhangjiakou and even on Hebei Province. Facing opportunity, Hebei

Province shall establish sport event evaluation mechanism evaluating the effects on economy, culture and society brought by the sport event. The sport event shall be prepared according to the assessment report to maximize the economic benefit, social effect and cultural effect.

### **Security assurance system shall be established in advance**

As sport events are significant public events, safety accidents happen occasionally. Currently, riot events happen frequently in the process of international sport events which even become the aim of terrorist attack. Therefore, it is very important to strengthen scientific management of security work. Scientific and effective security assurance system shall guarantee that the sport event could be hosted safely and create a relaxing environment for citizens and spectators to live and watch games. Hebei province shall establish security assurance system in advance according to requirements of OCOG (Organizing Committee of Olympic Games) in preparation and make assessment to security assurance system. In addition, it also strengthens the safety education for citizens and potential spectators, strengthens the training of security personnel, organizes security drill periodically and actively propagandizes the importance of security via media.

### **SUMMARY**

Based on the research situation analysis of preparations for the current large-scale sport events by the method of literature review and according to the actual situation of Hebei Province, this article analyzes the challenges and opportunities brought by the 2022 Winter Olympics to Hebei Province and puts forward proposals for the preparations. In the run-up to the 2022 Winter Olympics, the biggest challenge to Hebei Province will be traffic, sports science and technology service and the lack of experience on preparations and management for sport event. The holding of Winter Olympics will facilitate industrial transformation and upgrade and boost the economic development and cultural transmission. Positive strategy shall be adopted during the preparation period of 2022 Winter Olympics and cooperation between the governments of Beijing and Hebei Province shall be strengthened. Hebei Province shall implement the talent introduction strategy, strengthen infrastructure construction and establish sport event schedule, management system, evaluation mechanism and security assurance system. Hebei Province will make up for its insufficient on talent, traffic, and science and technology through implementing overall Beijing Winter Olympics preparation strategy and lay the foundation for hosting a successful Winter Olympics.

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