

Research on the Development Path of Ice and Snow Sports Entering Campus under the Background of the Beijing Winter Olympics Games

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Abstract: In the context of the Beijing 2022 Winter Olympic Games, ice and snow sports entering campus is an important strategic support point for the realisation of a strong education, strong sports and healthy China. The aim is to provide theoretical support and practical insights to effectively promote the integration of ice and snow sports into campus. This involves exploring the strategic significance of introducing these sports to campus, addressing the practical challenges encountered in implementing ice and snow sports on campus, and identifying the developmental path for their integration into the campus. Based on the existing dilemmas such as the limitations of ice and snow sports' own characteristics, weak infrastructure, significant regional differences, lack of ice and snow talents and lack of education system, initiatives for the development of ice and snow sports into campus are proposed. The promotion and guidance of the masses; optimization of supporting facilities to build a solid foundation for development; play regional advantages to clarify the development of ideas; focus on talent training, cohesion development momentum; innovative teaching model, reform of the education system is the path to achieve ice and snow sports into campus.

Keywords: Beijing 2022 Winter Olympic Games; Ice and Snow Sports; Campus; Development path

1. Introduction

Since winning the bid to host the Winter Olympics, the Central Committee of the Communist Party of China (CPC) and the State Council have successively issued a series of guiding policies, clearly outlining the key focus areas and goals for the development of ice and snow sports in China. In August 2019, the General Office of the State Council issued the "Outline for Building a Leading Sports Nation," explicitly stating the goal of encouraging "300 million people to participate in ice and snow sports" ^[1]. Guided by the policies of the CPC Central Committee and the State Council, the General Administration of Sport of China and other relevant ministries have formulated more specific plans and designs for the development of ice and snow sports in China. In October 2021, the General Administration of Sport of China issued the "14th Five-Year Plan for Sports Development," emphasizing the top-level design of strengthening the integration of ice and snow sports into campus ^[2]. The development of ice and snow sports not only meets the demands of the times but also fulfills the earnest expectations of the broader population. Introducing ice and snow sports into campus is a proactive response to the decisions and arrangements of the CPC Central Committee, as well as a focal point in the comprehensive deepening of reforms in the education and sports sector.

2. The Strategic Significance of Ice and Snow Sports Entering Campus in the Context of the Beijing Winter Olympics

Under the backdrop of the Beijing Winter Olympics, the strategic significance of integrating ice and snow sports into campus in China has been emphasized. General Secretary Xi Jinping pointed out that the successful hosting of the Beijing Winter Olympics, at the historical intersection of the "two centenary goals," is a crucial opportunity to promote national development, showcase the national image, and uplift the national spirit ^[3]. The concept of "Ice and Snow Entering Campus" was first proposed as early as the bid for the 2022 Beijing Winter Olympics in 2015. In November 2016, the General Administration of Sport of China and three other departments jointly issued the "Ice and Snow Sports Development Plan

(2016-2025)," explicitly stating the promotion of ice and snow sports in campus with a focus on cultivating youth, vigorously implementing the "Million Youth on Ice and Snow" and "Campus Ice and Snow Program" [4]. In March 2019, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the "Opinions on Vigorously Developing Ice and Snow Sports with the Opportunity of the 2022 Beijing Winter Olympics," providing additional momentum for the follow-up work on "Ice and Snow Entering Campus" [5]. The consecutive release of policies not only elevated the status of grassroots sports teachers but also provided policy guidance for ice and snow sports managers to rationally address the integration of "Ice and Snow Sports" into campus [6]. It is evident that the integration of ice and snow sports into campus aligns with the overall national layout and development plan. As a significant initiative at a crucial historical juncture, it holds important strategic significance.

3. The realistic dilemma of Ice and Snow Sports Entering Campus

Currently, the realistic dilemma of Ice and Snow Sports Entering Campus is illustrated in Figure 1.

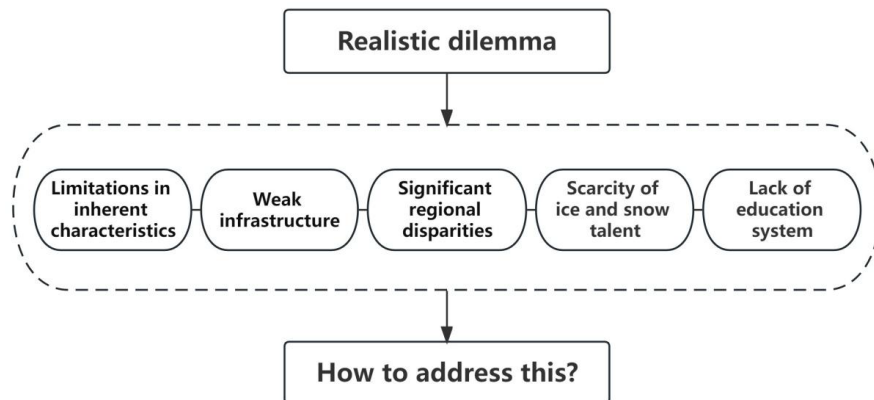


Figure 1: The realistic dilemma of Ice and Snow Sports Entering Campus.

3.1. Limitations in inherent characteristics

The development of ice and snow sports has faced persistent bottlenecks due to their distinctive characteristics, including high specialization, outdoor activities, diverse categories, and demanding facility requirements. Firstly, the strong seasonality of ice and snow sports, often conducted outdoors in low-temperature environments, poses challenges for students who may be reluctant to engage in basic exercises due to fear of the cold and potential falls, making teaching activities difficult to carry out. Secondly, the high requirements for facilities and expensive sports equipment make it challenging for schools and students, lacking financial support, to meet the necessary equipment standards. Lastly, the rich variety of ice and snow sports, with the Winter Olympics alone featuring 7 major events, 15 sub-events, and 102 minor events such as figure skating, ice hockey, and curling, results in high technical difficulty requirements. Take figure skating as an example; practitioners need excellent coordination skills, leading to difficulties for some students to smoothly participate in practice activities, resulting in low popularity for this particular sport. Seasonality, environment, equipment, difficulty, individual qualities, among other factors, are crucial elements affecting the smooth implementation of ice and snow sports on campus.

3.2. Weak Infrastructure

Advancements in technology have allowed for effective improvements in the reliance and requirements of natural conditions for ice and snow sports. The development of cooling equipment for skiing and ice skating rinks, for example, can alleviate the constraints imposed by natural environments to a certain extent. However, the practical issue lies in the substantial financial investment required for the construction of venue facilities, making it challenging to initiate the construction of ice and snow venues. According to statistics, China has less than 800 ski resorts, and the co-construction and sharing mechanisms of venue facilities are yet to be completed [3]. Additionally, the results of the sixth national sports venue survey shown that only a small number of schools have publicly accessible and free skiing facilities. Most ice and snow sports venues are privately owned for profit, hindering the development of

ice and snow sports on campus. Therefore, effectively utilizing social resources to improve infrastructure construction is a pressing issue that needs to be addressed by regions and schools to facilitate the implementation of ice and snow sports.

3.3. Significant Regional Disparities

China, with its vast expanse and diverse climates, spans approximately 50 degrees of latitude from north to south. Coupled with differences in terrain, topography, and the orientation of mountain ranges, as well as six temperature zones ranging from tropical to subtropical, the country exhibits a wide range of climate characteristics. Under these climatic conditions, there are substantial regional disparities in ice and snow resources. Comparatively, the northeastern, northwestern, and northern regions of China have relatively abundant ice and snow resources, while other regions face severe scarcity. Besides climatic differences, variations in economic development levels and cultural ideologies contribute to imbalances in the development of ice and snow sports between eastern and western regions of the country. The eastern regions, characterized by higher economic development, well-established infrastructure, and higher levels of cultural education, tend to have more open-minded attitudes. Consequently, families, schools, and students in these areas are more willing to explore new sports activities, and the abundance of venue resources effectively meets the sports needs of schools. On the other hand, the relatively lower economic development and insufficient infrastructure in central and western regions limit the widespread popularity of ice and snow sports, making it challenging to conduct large-scale initiatives for their promotion. Climate, economic, and cultural differences are significant influencing factors that contribute to the regional characteristics of ice and snow sports entering campus.

3.4. Scarcity of Ice and Snow Talent

As of now, China faces challenges in the field of ice and snow sports, including low professionalism, a shortage of high-level talents, and insufficient investment in technology. These issues hinder the effective fulfillment of related demands for ice and snow sports. Sports activities require not only professionals capable of conducting skill training but also supervisors who can provide scientific guidance during these activities. However, China is currently experiencing a severe shortage of talent in these areas. In a specialized seminar on "Promoting Ice and Snow Sports Entering Campus" held on April 16, 2018, renowned expert Wang Jun stated that "only 5% of over 9,000 physical education teachers in Beijing have been exposed to ice and snow sports." As of 2020, only five universities, including Beijing Sport University and Beihua University, have established departments or schools dedicated to ice and snow sports^[3]. Ice and snow talent is a crucial guarantee for the overall and sustainable development of ice and snow sports on campus. Implementing measures such as integrating resources from various sources and improving the system for cultivating ice and snow talent is essential for the successful integration of ice and snow sports into campus.

3.5. Lack of Education System

Campus serve as vital bases for the development of ice and snow sports and play a crucial role in shaping students' sports awareness. However, the development of ice and snow sports in school physical education falls far short of expectations. Due to the absence of a well-established pathway for the growth of talents in campus ice and snow sports and a lack of educational incentives, schools do not give sufficient attention to ice and snow sports. Influenced by the pressure of standardized testing, teachers often have misconceptions, and physical education classes become marginalized in comparison to other major subjects. Teachers may be reluctant to allocate too much time and effort to sports, especially ice and snow sports, resulting in a significant reduction in physical education class hours. As a result, students' sports awareness lacks proper guidance, and there is a lack of enthusiasm and interest in participating in ice and snow sports. Accelerating the reform of the education system is a crucial aspect of expediting the integration of ice and snow sports into campus.

4. Development Path for Ice and Snow Sports Entering Campus

Compared to international standards, there is still considerable room for the development of ice and snow sports on Chinese campus. It is crucial for the nation, local governments, and schools to keep pace with the times, conducting scientific, reasonable, and long-term planning in the development process. This is illustrated specifically in Figure 2. This will provide effective internal support for the integration

of ice and snow sports into campus.

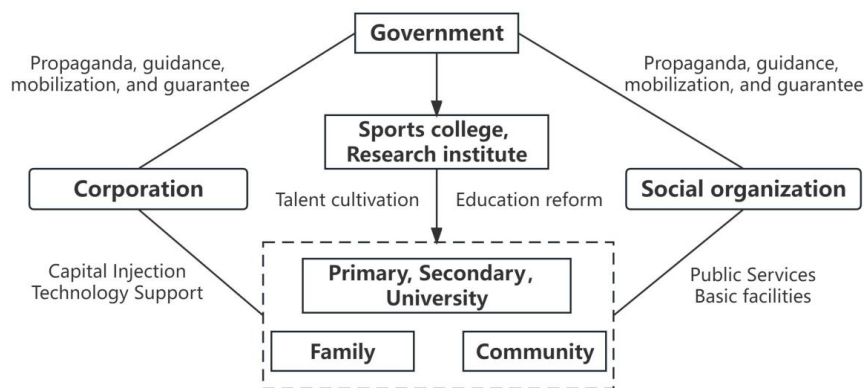


Figure 2: Development path for ice and snow sports entering campus.

4.1. Intensify Propaganda and Cultivate Mass Support

Increase the intensity of propaganda efforts to cultivate a strong base of support for ice and snow sports, making these activities accessible to the general public. Conduct promotional activities for ice and snow sports in schools, communities, and other settings, organize knowledge competitions related to these sports, and diversify the forms of promotion. Disseminate knowledge and skills related to ice and snow sports through the creation and distribution of educational manuals and literature. Encourage the implementation of courses on ice and snow sports in primary and secondary schools to capture students' attention and enhance their interest in these activities. Facilitate the development of youth ice and snow sports by providing free or low-cost facilities and equipment. Strive to create a vibrant Chinese ice and snow culture, building a Chinese Winter Olympic cultural heritage with distinct national characteristics.

4.2. Optimize Supporting Facilities, Establish a Solid Foundation for Development

The construction of excellent infrastructure is the fundamental project and a key factor for bringing ice and snow sports into campus. To promote the development of ice and snow sports infrastructure, it is essential to coordinate efforts among various stakeholders, including the government, the market, schools, and families, using a collaborative governance approach to establish a governance mechanism [3]. Firstly, the government should play a leading role in coordinating relationships among sports, education, finance, and other departments, enhancing a rational management and supervision system. Secondly, the government should increase financial investments in ice and snow sports, establishing special funds or projects for the development of ice and snow sports to construct facilities with high standards and requirements. Whenever possible, these projects should be built near schools, addressing the challenge of insufficient, unusable, or unfamiliar ice and snow sports venues. Thirdly, local governments and relevant entities should formulate specific incentive policies for ice and snow sports, such as tax reductions, reasonable land use, and other measures. Localized development goals, measures, and execution plans should be formulated based on the work plan, guiding practices through policy incentives. Lastly, the government should strengthen cooperation and win-win partnerships with enterprises, communities, and schools. Utilizing independent sports venues of schools or enterprises, the government can open them to the public at a low cost through cooperative arrangements, expanding funding sources.

4.3. Leverage Regional Advantages, Clarify Development Strategies

In the eastern, central, and western regions, it is essential to tailor strategies to local characteristics, capitalize on strengths, and address weaknesses. The emphasis should be on promoting innovative ice and snow activities on campus. In the central and western regions, it is necessary to create favorable conditions and tap into potential. Local governments should increase financial investment and attract investment, utilizing social resources strategically to enhance the construction of ice and snow facilities. Collaborating with local businesses, creating distinctive ice and snow sports venues, and cultivating a broad base of participants are key strategies. Education and finance departments should encourage schools to offer ice and snow sports courses, attract professional talent in ice and snow sports, and establish interesting and professional ice and snow clubs and courses. In the eastern region, it is crucial to seize opportunities and continually innovate. Regions and schools should make full use of local

resources, consider students' physical and mental characteristics, introduce game-based activities into the curriculum, and organize ice and snow events with local characteristics. Leveraging research projects and using physical education and ice and snow sports as entry points, distinctive ice and snow projects can be developed.

4.4. Emphasize Talent Development, Consolidate Development Momentum

The development of ice and snow sports on campus is closely tied to talent cultivation, with an excellent faculty being a cornerstone of this development. The government and relevant education departments should implement favorable policies or measures, actively recruiting international and domestic ice and snow athletes, coaches, and related management personnel. Through systematic training in theoretical foundations and practical skills, further strengthen the training of professional ice and snow teachers. From the perspective of talent cultivation and teacher reserves for the future, establish a comprehensive faculty development system that integrates talent selection, cultivation, and recruitment.

4.5. Innovate Teaching Models, Reform Educational Systems

Campus ice and snow sports require the design and planning of courses that align with local characteristics, teaching content, and the psychological and physiological characteristics of students. Physical education teachers can enhance students' enthusiasm and participation in ice and snow sports through engaging teaching methods. In addition to traditional textbook teaching for the theoretical part, teaching models such as online courses and micro-courses can be employed to improve teaching efficiency and attract student attention. This approach allows students to establish a theoretical foundation for ice and snow sports through theoretical learning. By combining theory with practice, such as participating in club activities or competitions, the connection between knowledge and practice is established, ensuring the coordinated development of theory and skills. Establishing a comprehensive national education system for ice and snow sports, drawing inspiration from the development models of track and field, basketball, soccer, and other sports, will promote the construction of high-level sports teams. Create a smooth pathway for the growth of ice and snow reserve talents at various educational levels, building a reservoir for reserve talents.

5. Conclusion

The development of ice and snow sports on campus is a crucial component of national strategic development, a significant opportunity for the improvement of the social governance system, and a cornerstone for building a strong education and sports nation. Regions and schools across the country should seize this opportunity, utilizing abundant educational resources to help more students understand and participate in ice and snow sports, turning students into the main force of these activities. Solving issues such as outdated attitudes and inadequate infrastructure requires the advanced awareness of leaders at all levels. Ice and snow teaching and competitions should be closely integrated, combining online and offline, classroom and practical activities to enhance students' and parents' accurate understanding of ice and snow sports. Compulsory ice and snow sports courses should be established, along with related clubs and professional, enjoyable competitive events to create a vibrant atmosphere for learning ice and snow sports. Promoting basic skills and cultural knowledge of ice and snow sports, organizing inter-school competitions, and actively engaging students should be prioritized. Further refining the resources and facilities required for ice and snow sports is essential, ensuring that venues, equipment, and devices meet the needs of students. While emphasizing the establishment of a comprehensive safety management mechanism, expanding funding sources for ice and snow sports is crucial. Ice and snow sports facilities and venues at schools should be open to the community, maximizing shared spaces to generate additional funding. In addition, leaders and teachers should embrace progressive attitudes, staying abreast of the times by introducing professionals and management systems for ice and snow sports. Developing more robust operational and management mechanisms for the growth of ice and snow sports, creating a new generation of talents, will make ice and snow sports on campus a pivotal force in the ongoing reform and development of China's education system.

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