

# Research on Large-Scale Sports Events Boosting Urban Tourism Development from The Perspective of Media Rituals

-- Taking the Beijing Winter Olympics as an Example

Liluo Gan, and Yumei Jiang\*

School of Physical Education, Huazhong University of Science and Technology, Wuhan, China

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**Abstract:** With the advent of the new media era, the research on the promotion of urban tourism development by large-scale sports events has gradually deepened, and its connotation and extension have shown an expanding trend. This study proposes a new framework for sports event tourism and introduces the concept of "media rituals" in communication. After sorting out the three interactive forms of sports, media, and tourism, the main mechanism of media rituals participating in sports event tourism is clarified. , and carried out explorations in three aspects: first, according to the presence or absence of media ritual intervention, a dual model of sports event tourists is proposed; second, the conceptual continuum of sports event tourism is constructed according to the level of media ritual intervention. From the perspective of ontology, this paper explores the particularity of sports event tourism that is different from other forms of tourism; thirdly, taking the Beijing Winter Olympics as a case, to sort out the value, predicament, and development path of large-scale sports event tourism under media ceremonies, aiming to It provides new ideas for sports event tourism marketing and academic research in the new media era.

**Keywords:** Sports event tourism, Sports tourism, Media rituals, Beijing Winter Olympics.

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## 1. Introduction

The mediation process of contemporary society has long become an irreversible trend, which is marked by the British scholar S. Livingstone, who was then president of the International Communication Society in 2008. the Mediation of Everything) keynote report(Sonia and Livingstone (2009 )). Nowadays, the power of the media has penetrated into multiple fields such as politics, economy, culture, and sports, and its influence is also obvious. According to the concept of American communication scholars E.Katz and D.Dayan, media events refer to the live broadcast of major historical events on television, and they are divided into "races", "conquests" and "coronations". "Three TV Scripts. Such television programs provide people with a fixed pattern of ritual communication. Media events break through the barriers of absence, break through the constraints of time and space, and create an absent presence experience for the audience. The formation of media rituals.

Large-scale sports events have become typical representatives of media events due to their wide viewing, participation, and significance. At the same time, with the continuous development of new communication technologies, media events have already broken through traditional TV broadcasts. In the new media era, anyone can receive and disseminate information through new media anytime, anywhere, and the formation and significance of media rituals still have their extended value. The influence of large-scale sports events has already surpassed the competitive sports events themselves and has become a new platform to promote the improvement of the country's comprehensive strength and a source of power to promote the dynamic development of sports events tourism.

Sports event tourism refers to sports events as the core

resource of the ontology. Tourists leave their habitual residence spontaneously or in an organized way to go to the event venue for sports events-related experiences and services, as well as the sum of tourism behaviors related to them. Under normal circumstances, in the seven years before the international large-scale events and the two years after the event, the large-scale events will drive the development of sports tourism in the host area. Fans of sports events can not only act as on-site spectators, but also potential sources of tourists for famous scenic spots in the event venues; various media conduct a series of reports before, during, and after the game in various forms, and in the process of creating event popularity and disseminating news, and also indirectly convey the information of the city where the event is held and shape the tourism image of the region. Today, tourists who visit for large-scale sports events have become one of the important sources of tourists for many large-scale sports events, and the participation of such tourists has had an important impact on the construction of the destination. In particular, the scientific planning of the Olympic Games, World Cup, and other events can drive the effect of sports tourism for ten years or even longer.

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In the 1970s, Anthony explored the role of sports in holiday tourism, compared to the earlier emergence of sporting event tourism. Previously, the industry believed that compared with other forms of cultural tourism, the relationship between supply and demand of sports tourism is complex, and it is very different from traditional tourism marketing. The market and tourist behavior have individual uniqueness and group flow uncertainty. It is difficult to predict the marketing effect of the target market, and it is difficult to grasp the objective laws of group tourism flow, which makes it difficult to realize the economic value of this type of tourism. As Beijing began to bid for the Olympic Games for the second time in 2000, the research on sports tourism in my country also went out of the trough in that year, and began to attract the attention of the academic circles and produced a lot of results. These studies mainly focus on the integrated development of the sports tourism industry, the impact of sports events on urban tourism, and the development of sports tourism resources. However, it is still limited to the separate discussion of different forms of tourism, especially in the context of the current integration of culture and tourism in my country, there is a lack of a special tourism system of "tourist-tourism (communication) media-tourism destination" with the attributes of media culture. It is also necessary to put forward a research framework for the interaction between tourists and the media environment,

considering that sports events both serve as media and bear the function of object attraction.

Therefore, the purpose of this study is to preliminarily put forward the basic characteristics of the subject-object interaction of sports event tourism under the expanded new framework of sports event tourism. First, introduce the critical perspective of media rituals to sort out the connotation of integrated concepts such as sports event tourism and sports event tourists, and propose a new perspective that is different from traditional sports event tourism research; secondly, using the ontological framework of media rituals, re-examine The behavior characteristics and decision-making process of sports event tourists, and construct the conceptual continuum of the sports event tourists behavior system and environmental interaction process under the existing knowledge system; Analysis of the path of development.

## 2. Sporting Events Tourism and Media Ceremonies

### 2.1. The Interaction of Sports, Media and Tourism

The complex situation faced by the sports event tourism research institute should be traced back to its origin and should be analyzed from the interactive history of media publications such as newspapers, television, and tourism. In different cultural backgrounds and historical stages, there are great differences in the form of interaction among sports, media, and tourism. According to the theory of communication function and the theory of communication effect, it can be classified into three interactive forms: the form in which the media provides tourism information indiscriminately, the form in which the media acts as a tourism symbol, and the form in which the media deeply participates in tourism (Table 1).

**Table 1.** Interactive forms of sports, media and tourism

Form	Origin	Media function	Form of dissemination	main areas
<b>Sports Medium: Provide tourist information</b>	Spontaneously generated, formed simultaneously with tourism, and existed in the early stage of tourism phenomenon	Provide people with objective information about where events are held	Interpersonal Communication, Organizational Communication, Group Communication, Mass Communication	Tourism Media Research, Tourism Publishing Research
<b>Media Sports: as a tourist symbol</b>	It is more organized, born at the same time as modern tourism and modern communication, and exists along with advertising and mass communication theories	Social coordination and cultural transmission functions: The media has become an important way for people to understand the tourism process, especially the image of the destination. The content of the media transmission is gradually symbolized in the process of tourism decision-making, and the media is involved in marketing.	Mass communication	Research on the Image of Tourist Destinations
<b>Sports media: Deeply involved in tourism</b>	Postmodern, spontaneity and organization coexist, and the process of occurrence is uncertain	Cultural transmission and entertainment functions: the media has become the source of tourism content creation, and the media has become the tourism "itself"	Mass Communication, Partially Returning to Interpersonal Communication	Sports event tourism research

In the first form, the media undertakes its most traditional information dissemination function. This dissemination mode has arisen spontaneously since the birth of the tourism phenomenon. Ancient travel notes and modern travel guides all reflect this function of the media in tourism. The second

form appeared at the end of the 19th century when the emerging modern Olympic Games and professional sports became important content for the newspaper media to increase the circulation and influence at that time. The media is more organized in the reporting of sports events and has

gradually become an important means of tourism marketing. This form fully reflects the modernity of tourism and media, and it is still a hot spot in the research on the interaction between tourism and media. In the middle of the 20th century, the interaction between tourism and the media was more post-modern, and the form of communication and its origins returned to the pre-modern characteristics to a certain extent. At the same time, during this period, the mediation of sports gradually became the source of tourism content creation, forming tourism "itself".

Although the generation history of the three modes is sequential, in the context of postmodernism, these three modes have developed together and coexisted.

## **2.2. Sports Event Tourism Introduces "Media Rituals"**

Graburn was the first to put forward the theory of "tourism ritual", which believed that tourism is a ritual different from daily life. Relating tourism to rituals can help to reveal the common social motives that form tourism experience and tourism motivation, and to explore the relationship between environment and emotion. By introducing the communication concept of "media rituals", this study analyzes the decision-making process and tourism behavior of sports event tourists and establishes the connection between sports event tourists and sports event tourism attractions.

The concept of "media ritual" is derived from the concept of the media event, which was first proposed by Coudry. In anthropology and sociology, the word "ritual" has three meanings, namely habitual behavior (such as the consumption of a fixed brand), formal behavior (such as table setting), and behavior involving some broader value (such as religious activities), it can be said that many social practices are expressed as "ritual" behaviors. Media ritual is a new form of human ritual formed around media practice, which can be understood as any behavior organized around elements, media-related categories, and boundaries. The content of media communication contains the structure of social values, which leads to the patterning of the audience's behavior and then forms the frame of the audience's attention. In other words, in today's society where the media is increasingly becoming the center of society, the values it spreads gradually occupy an important position in life and then guides other behavioral value orientations.

"Media Hajj" is one of the main manifestations of media rituals in sports event tourism, especially to travel to important locations in media narratives. These locations are not only of importance on an individual level but also of a certain group's social importance due to the shaping of mediated social centers. This tourist act implies the construction of the audience's aesthetics by the media's social power and the audience's general recognition of the importance of these places. Moreover, sports tourism behaviors are more formalized behaviors or behaviors of some specific value recognition. Although the concept of media ritual has not been widely used in tourism research, such phenomena have attracted academic attention, including

tourism sociological concepts closely related to media ritual - power, authenticity and ritual space, etc. frequently appearing in tourism research.

Just like the innovative expression of traditional art forms such as literature and music under modernity, the transformation of contemporary communication methods has broken the traditional media aesthetic model and the path to obtaining information. In the context of post-modern communication, the tourism phenomenon brought about by the aesthetics of popular culture is spreading around the world, and the media is rapidly reshaping the tourism system. The introduction of media rituals is also of great significance for understanding the tourism phenomenon in the new media era.

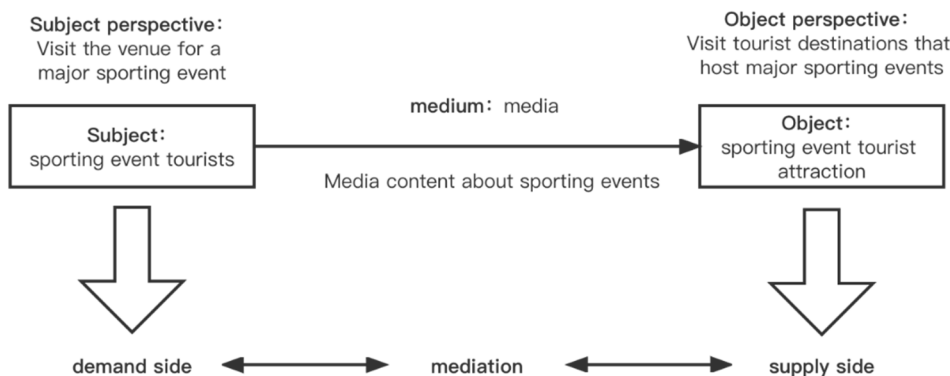
## **3. Analysis of the Connotation of Sports Event Tourism Under the Participation of Media Rituals**

In the narrative of media rituals, the holding of large-scale sports events will have an impact on tourists, not only affecting their choice of tourism products and services but also completing the self-construction of tourists in society and the impact on tourism destinations through the process of "rituals". Cognition of human-land relationship. Therefore, behind the appearance of the expansion of sports events tourism extension reflects the difference in the degree to which tourists are affected by media rituals.

### **3.1. The Dualistic Model of Sports Event Tourists**

In the traditional communication mode, the audience is regarded as the recipient of information dissemination, and the "receiving" presents a passive state. However, in the Internet communication environment, the audience has changed from passive to active, and they have become consumers who actively screen and find information according to their own needs. The current forms of mass communication activities are not limited to traditional media, and the production of media space is gradually expanding due to the reconstruction of media symbolic power and cyberspace. Therefore, the extension of sports event tourism shows an expanding trend in the modern context. Then, how to understand the concept of sports event tourism expanded in the new media era from the extension and the in-depth connotation?

According to the different occurrence factors on both sides of the media, sports event tourism can be seen from the perspective of the subject and the object, that is, the subject's "activity view" and the object's "spatial view" of sports event tourism. From the perspective of the object, it can be considered that visiting the tourist destinations that hold large-scale sports events and the tourism activities that attract things related to sports events are sports event tourism; from the perspective of the main body, it highlights that the sports event tourism is the audience watching sports events. This behavior, in turn, leads to tourism activities formed by tourism behaviors (Figure 1).

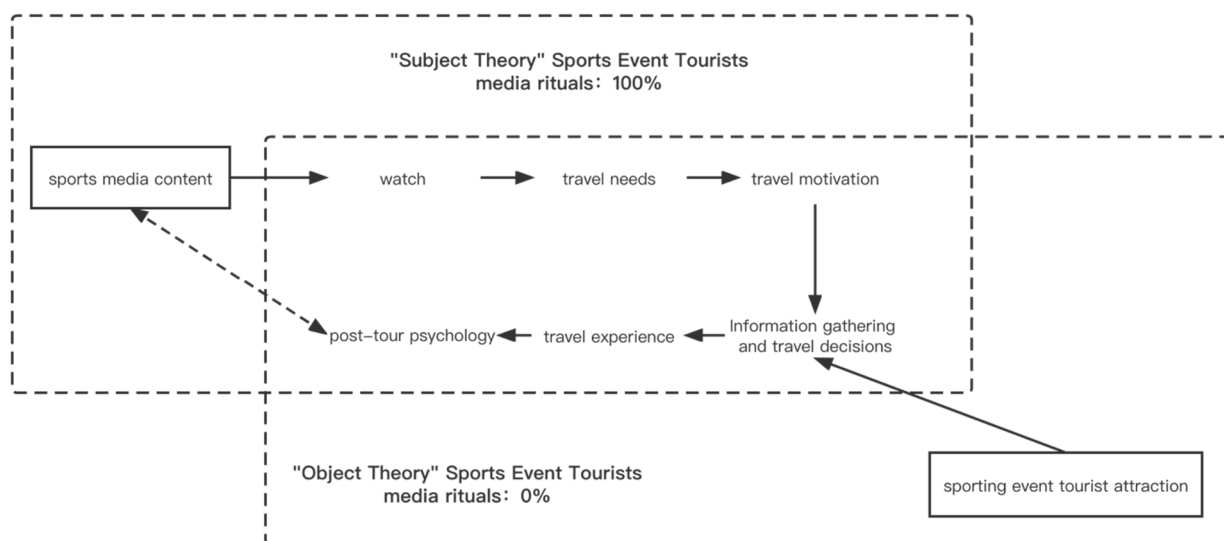


**Figure 1.** Comparison from the perspective of subject and object

Corresponding to the framework of the subject's "activity view" and the object's "space view", sports event tourists can be divided into active sports event tourists, that is, "because of the influence of sports events, they have an interest in the venue of the event (tourism motivation), and then Tourists who travel to the place (tourism decision-making)" and passive sports event tourists "tourists who visit tourist destinations that host major sporting events". The latter does not necessarily know the communication concept carried by

the tourist destination during the tourism process, and often participates in sports event tourism unconsciously, which has been empirically tested by many scholars.

According to the presence or absence of media ritual intervention, re-examine tourists' "activity view" and "space view" in traditional sports event tourism research, and dualize them into the "subject theory" and "object theory" of sports event tourists (Figure 2).



**Figure 2.** Comparison of "subject theory" and "object theory" for tourist behavior decision-making in sports events

The decision-making process of "object theory" sports event tourists is oriented to the decision-making of tourist attractions. The analysis of their decision-making process generally does not pay attention to the sports events that take place before tourism. The relationship between tours corresponds to the first two forms of interaction between sports, media, and tourism. At this point, the media ritual has no effect on the viewer. In the relationship with the tourist destination, the self-construction is not completed, and it is more inclined to the tourist-tourist attraction perspective of the traditional tourism system and believes that the tourism attraction of sports events directly affects the tourists' decision-making. The "subject theory" sports event tourists' choice of tourism destinations and their travel motivations are directly driven by the content of the media communication of the sports event, that is, their decision-making process is

completely guided by the content of the sports event-related communication. Therefore, the analysis of the decision-making process of such tourists should focus on the viewing behavior of sports events and their influence before tourism occurs. At this time, the media ritual has a 100% effect on the viewer. The idealized "subjective theory" of sports event tourists affects their own emotions, attitudes, and values through the media rituals in the appreciation process infiltrates the media content of sports events into the tourism process, and transform the viewing behavior into potential tourism decisions. Being tourism itself corresponds to the third form of interaction between media and tourism.

### 3.2. Sports Event Tourism as A Conceptual Continuum Between Subject and Object

Through media ceremonies, we can understand that the

experience and memory associated with the plot of sports events created by sports event tourism is a unique experience mode that distinguishes sports event tourism from other forms of tourism; From the perspective of theory, the tourism motivation or decision-making process formed by sports event tourists in their tourism process cannot be a process affected by a single factor. At present, the research on sports event tourists' experiences focuses on investigating the perception of specific sports event tourists, through qualitative research, structural equation modeling, and other methods, it is found that the tourism behavior of tourists of a single sporting event is affected by both media construction and destination construction. The conceptual continuum of media rituals emerges from nothing (Figure 3). In the process of media ritual intervention, to a low degree, the perception of traditional tourist destinations will be changed, resulting in new image recognition and recreational behaviors, such as historical and heritage tourist destinations. To a higher degree, a new tourist attraction is shaped through the early exploratory behavior of tourists, and the media ritual completes the shaping of the tourism aesthetic process through the media power given to the individual by the media.

## **4. Analysis on the Development Path of Tourism in Large-scale Sports Events**

After exploring the essence of sports event tourism through the phenomenon of media rituals, we found that, as a form of niche tourism, sports event tourism showed the characteristics of "natural tourism" in the early stage. Under the current background of the continuous expansion of sports events in my country, if you want to promote the development of local industries through this type of tourism, it cannot be ignored to think about how to innovate the marketing model to promote the extension of the industrial chain. Therefore, it is necessary to take advantage of the integration of culture and tourism, promote the development of sports event tourism through the shaping of cultural genes, and guide tourists to change from "natural tourism" born of content to "consumption tourism". Therefore, this study takes the Beijing Winter Olympics as an example to analyze the value, predicament, and development path of large-scale sports events boosting urban tourism with the participation of media ceremonies.

### **4.1. Research Case**

On November 3, 2013, the Chinese Olympic Committee nominated Beijing as the host city for the 2022 Winter Olympics - Beijing and Zhangjiakou will jointly host the 2022 Winter Olympics. On July 31, 2015, in the voting of the 128th plenary session of the International Olympic Committee, Beijing was elected as the host city of the 2022 Winter Olympics, becoming the first "city with two Olympics" in history of the world.

### **4.2. The value of the Beijing Winter Olympics in Helping Sports Tourism with The Participation of Media Ceremonies**

#### **4.2.1. Expand the Publicity Effect and Create A Sports Tourism Business Card**

As a large-scale global event, the Beijing Winter Olympics has a natural publicity effect. The Beijing Winter Olympics has become the focus of worldwide attention since the successful bid. The subsequent publicity reports are directly

titled with the names of Beijing and Zhangjiakou, which has significantly improved the popularity of the host city. Popularity and intensive coverage of the Beijing Winter Olympics event publicity will also rapidly improve the city's image and expand the city influence. The Beijing Winter Olympics has attracted the attention of global audiences and news media and has become an international platform for the high-speed dissemination of global information. With the help of the news media, the venues of the Beijing Winter Olympics will be introduced in real-time, and the landmarks of sports tourism in my country will be reported in real-time. The national customs of the host city and the city's image of sports and health are displayed to the global audience, which improves the tourist attraction of the host city.

#### **4.2.2. Spread Sports Culture and Improve the Attractiveness of Sports Tourism**

The Beijing Winter Olympics contains unique Chinese cultural imprints and is a business card to show Chinese culture to the world. During the Beijing Winter Olympics, the media from all over the world disseminated the Olympic culture and comprehensively promoted the economic and cultural characteristics of the host country, which made my country quickly become the focus of global attention. Make full use of folk sports culture, history, and culture to gather domestic and foreign tourists, arouse a wave of attention, create a display window for sports tourism culture, and attract people from all over the world to participate in large-scale events and experiences tourism in China.

In addition, during the Beijing Winter Olympics, non-governmental events and sports tourism in various parts of the country provide a platform for people from all over the world to communicate on an equal footing and to learn from each other's culture. Deepen the overall impression of the international community on China. The General Administration of Sport of China and the Ministry of Culture and Tourism of the People's Republic of China will jointly create a boutique sports tourism route, connect the Beijing Winter Olympics venues and other high-quality ice and snow tourism resources, build the Beijing Winter Olympics Hall of Fame, the Beijing Winter Olympics Cultural Museum, and carry out international ice and snow events. Attracting the tourist source of sports events, the people of the countries along the route participate in the experience of the Beijing Winter Olympics and also stimulate the development of sports tourism in China. In the later stage of the Beijing Winter Olympics, the focus will be on building the cultural heritage of the Beijing Winter Olympics, especially the ice and snow venues, museums, and memorial sculptures of the Beijing Winter Olympics, which are mostly tourist attractions favored by tourists, which will continue to attract tourists and build my country into a world-renowned country. Influential sporting event tourism landmark.

### **4.3. Difficulties Faced by The Tourism Development of the Beijing Winter Olympics**

#### **4.3.1. Lack of System Planning**

At present, sports tourism is jointly managed by the State Sports General Administration and the Ministry of Culture and Tourism of the People's Republic of China. The lack of systematic planning restricts the development of sports tourism in the context of the Beijing Winter Olympics to a certain extent. The specific manifestations are as follows:

First, sports tourism-related departments, markets, and social organizations lack a unified cooperation system, and a multi-subject coordination service model has not yet been formed. Secondly, the sports tourism planning does not take into account the local population distribution, public services, geographical environment, cultural characteristics, etc., ignores the differences in sports events, and blindly follows the trend to develop sports tourism, resulting in repeated development of sports tourism projects, which also disrupts sports. Tourism market order. For example, many scenic spots blindly follow the trend to build new online celebrity projects, and repetitive construction leads to waste of resources and funds, making it difficult to develop long-term; the "Guiding Opinions on Vigorously Develop Sports Tourism" provides information on sports tourism land planning, financial taxation, service standards, and market licensing. Such regulations have not been refined, and deviations have occurred in actual implementation. The procedures for planning land for outdoor sports scenic spots are complex, and it is difficult to obtain approval. High-risk sports tourism projects such as newly built glass plank roads, Internet celebrity bridges, and glass rafting have not yet been issued by the government for the construction standards and market access mechanisms for emerging Internet celebrity projects, making it difficult for these sports tourism projects to refer to existing policies. acceptance and supervision.

#### **4.3.2. The Degree of Intelligence Is Not High**

In the development process of sports tourism in my country, the information service function of the big data platform is weak, and the platform integrates and utilizes sports tourism resources low, which is not conducive to the convenient and intelligent development of sports tourism in the context of the Beijing Winter Olympics. The specific manifestations are: First, the sports tourism integration platform has not yet been formed, and the sports tourism data resources have not been integrated by relying on the big data platform. Service processes such as sports tourism government affairs and sports tourism operations have not yet achieved convenient development, and the scope of dissemination and utilization of big data in sports tourism is limited. For example, at present, ice and snow tourism has not yet established a big data platform covering the whole city and sharing and interoperating. An information-sharing platform for the linkage of ice and snow management, operation, and service consultation. Secondly, the platform construction is relatively backward, the information is relatively scattered and there is a certain lag, and people's grasp of sports tourism-related information is not timely and comprehensive. The information update of sports tourism websites and official accounts is slow, and the integration of related services around sports tourism attractions is not enough. Finally, sports tourism platforms have fewer functions and lower service levels. The sports tourism feedback platform is not perfect, it cannot fully understand the needs of sports tourists and the market, and it is difficult to control the authenticity of the sports tourism market.

#### **4.3.3. Relevant Industries Are Not Fully Integrated**

Sports tourism-related industries mainly involve catering, tourism accommodation, transportation, tourism, entertainment, education, health, shopping, and other aspects. At present, the development of various elements within my country's sports tourism is not coordinated, and the upstream and downstream industry chain of sports tourism has not yet been formed. development of sports tourism. For example,

the upstream ice and snow tourism industry chain includes ice and snow stadium planning, ice and snow equipment manufacturing, and other industries; the midstream industry includes ice and snow events, ice and snow tourism, ice and snow sports, and the downstream industry includes ice and snow stadium equipment rental, ice and snow education and training, and new media communication industries. Ice and snow sports tourism is distributed in scattered points, mainly focusing on events and ice and snow experiences. Many ice and snow equipment is imported from abroad. Some tourists travel to Japan and South Korea to experience ice and snow culture. , the inconsistency between cultural experiences. Under the background of the Beijing Winter Olympics, sports tourism involves multiple formats, and the lack of deep integration of related industries restricts the development of sports tourism to a certain extent.

### **4.4. The Development Path of Sports Tourism in My Country Under the Background of The Beijing Winter Olympics**

#### **4.4.1. Do A Good Job of Top-Level Design and Scientifically Plan Sports Tourism**

First of all, the Beijing Winter Olympics Organizing Committee, together with the State Sports General Administration and the Ministry of Culture and Tourism of the People's Republic of China, formulated a sports tourism development strategy to provide scientific planning and lasting development momentum for sports tourism to display the national image. To build a sports tourism development alliance sports tourism-related departments, markets, and social organizations will jointly form a joint meeting to scientifically plan sports tourism development plans in different periods to achieve green and sustainable development of sports tourism. Integrate the Beijing Winter Olympics sports tourism planning into urban construction planning and ecological development planning, and jointly study the Beijing Winter Olympics sports heritage planning, sports tourism engineering construction, potential tourist source mining, sports tourism operation, and other programs. Secondly, fully combine the location advantages, natural and human resources characteristics of sports tourism scenic spots in various places, make the scientific layout of sports tourism in various places, tap regional characteristic resources, design local and national sports tourism products, and highlight the characteristics of sports tourism. For example, Weifang has made full use of the local kite characteristic culture and vigorously developed projects such as kite cultural exhibition, kite flying experience, inheritance of kite making skills, and a kite museum, which has improved Weifang's popularity. In addition, speed up the construction of sports tourism boutique routes, sports tourism demonstration areas, and sports tourism parks to form a full-season sports tourism. After the end of the Beijing Winter Olympics, make full use of the Beijing Winter Olympics heritage and special projects to continue the long-tail effect of sports tourism, integrate the Beijing Winter Olympics elements into sports tourism, and provide different groups of people with optional, culturally distinctive, and strong experience. Sports tourism products.

The rich sports heritage and cultural resources preserved after the Beijing Winter Olympics provide the foundation for the development of sports tourism in the later period of the Beijing Winter Olympics. Scientifically plan the Beijing Winter Olympics heritage utilization plan, make full use of

the heritage resources after the Beijing Winter Olympics, and actively develop personalized and diversified sports tourism souvenirs, Beijing Winter Olympics commemorative coins, handicrafts, landscape paintings, Beijing Winter Olympics models, Sports star wax figures, clothing, and other products form unique and innovative sports tourism attractions with rich connotations. In addition, the Beijing Winter Olympics venue resources will be incorporated into market-oriented development, and the Beijing Winter Olympics venues will be used for large-scale theatrical performances, sports events, and exhibition venue rentals, so as to realize the efficient and diversified utilization of sports resources after the Beijing Winter Olympics. Finally, improve the sports tourism service and supervision system, increase the coordination between departments, guarantee the policies of sports tourism market standards, land supply, financial support, tax relief, service quality, safety guarantee, etc. The safety standards and market access conditions of sports tourism projects are strictly controlled, and market rules are established according to industry management and development plans to ensure the orderly operation of the sports tourism market. Evaluate the effect of the implementation of sports tourism policies and guide the scientific development of the sports tourism market.

Build a sports tourism data platform with the help of smart development

Under the background of the Beijing Winter Olympics, my country's sports tourism should make full use of the role of big data in the optimization and integration of resources. Various departments shall provide services and supervision of sports tourism and improve the efficiency of sports tourism administration. With the help of online positive and effective feedback paths, sports tourism parties can truly understand people's sports and leisure needs, and reasonably adjust and scientifically supervise sports tourism-related dynamic information. Secondly, organize data talents to carry out daily maintenance on the sports tourism platform, and update sports tourism attractions, accommodation, transportation, entertainment, and other information in real-time, so that people can learn about sports tourism-related information on mobile terminals. Thirdly, optimize and integrate sports tourism services through the big data platform, further improve the supply of sports tourism services according to the development law of sports tourism and people's leisure needs, and create precise and personalized sports tourism products and services. The pertinence and purpose of tourism services can enhance the physical and mental experience of tourists. Enriching the functions of the sports tourism platform, the platform integrates comprehensive functions such as information, event participation, personalized tourism route planning, entertainment mall, health preservation, safety rescue, etc., which is convenient for people to quickly retrieve the sports tourism services they need and provide timely feedback on sports tourism services. , to improve the efficiency of sports tourism services. Finally, in the context of the normalization of the epidemic, real-time monitoring and accurate tracking of big data are used to deal with the risks brought by the gathering of people after the epidemic.

Promote industrial integration and expand the value space of sports tourism

my country's sports tourism should make full use of the opportunity of the Beijing Winter Olympics. The attraction of sports tourism is largely derived from the related activities of the event, and actively carries out cultural activities of

characteristic sports events to provide a platform for the dissemination of urban characteristic sports culture. The government should combine the advantages of natural and human resources of sports tourism scenic spots to create high-quality sports tourism events with national characteristics, expand the scale and influence of events, and drive various consumptions such as tickets, accommodation, transportation, and entertainment through publicity. Attract social enterprise investment and potential tourists through high-quality sports events, form sports tourism brand effects with featured projects, and use events to promote the integration of the sports tourism industry. Secondly, my country's sports tourism department should strengthen cooperation with the market, integrate regional sports tourism resources with the help of online platforms, and implant outdoor tourism equipment, sports tourism safety, food and accommodation information, education and training, sports events, and other functions closely related to tourists. A data platform to realize the integration and sharing of sports tourism resources. Finally, the relevant departments of sports tourism plan scientifically, take advantage of the influence of the Beijing Winter Olympics on sports tourism, integrate all-season tourism resources, carry out personalized sports tourism projects suitable for different groups of people, and create a diversified sports tourism boutique route. Integrate competition performances, education and training, exhibition research, and other formats in sports tourism, and develop high-quality sports tourism service projects.

## 5. Conclusion

This paper introduces the point of view of media rituals in communication, and firstly constructs the concept of sports event tourism, which is expanded under the new background of mobile Internet, from an ontological perspective. Grasp the interactive relationship between the psychological process of sports event tourists in the media rituals and the destination, and think that this is the key to distinguishing sports event tourism from other types of tourism. Under the media rituals, the spectator behavior of the communication subject forms a new tourist destination image through the participation, shaping, and intervention of the media in different degrees.

Compared with other forms of tourism, sports event tourism has its own unique issues of tourism authenticity and media ethics. Whether the dissemination process of sports event tourism conforms to media ethics is worth exploring. In the era of mobile Internet, more and more tourist destinations have the problem of unsustainable development Matthew effect and unsustainable destinations caused by different media power due to the "flash-in-the-pan" tourism communication mode. As a strong social force, the consequences of the media's penetration and interaction with tourism cannot be underestimated.

In order to further deepen the relevant research, it is necessary to integrate the two viewpoints of the original subject and object theory of sports tourism, start from the perspective of holism, analyze the tourism crowd of media ritual sports events with different degrees and scales, and further examine And empirical sports event tourism concept continuum hypothesis, promote the development of sports event tourism in the direction of both consumption value and cultural connotation.

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