

Through the construction of ice  
sports online education  
community platform to improve  
the popularity of ice sports.

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## Abstract

Ice sports, including figure skating, speed skating and ice hockey, play an important role in promoting physical fitness and skill development, especially among youth. In China, the development of ice sports has been led by the government, such as the Beijing Winter Olympics, which further increased public interest and international recognition, as well as large-scale infrastructure investment and private sector participation, indicating a promising future for the industry.

Despite these advances, challenges such as high barriers to entry, poor public awareness, and unequal access due to geography make wider take-up difficult to achieve, thus limiting participation. In order to solve these problems, this study puts forward an innovative method of ice sports online education website. The website contains three sections: video teaching, open interactive forum and simulation training system, which imparts popular science knowledge and basic skills of ice sports to the public through the form of the website, so as to break the obstacles caused by people's unclear cognition of ice sports and high education costs.

After the practice of this study, there are more than 1000 website users, and the response of ice sports participation is positive. In this way, the platform of this research can enhance the public's interest in ice sports and make them more acceptable to the public, thus improving the popularity of winter sports.

Keywords: Ice Sports, E-platform, Educate, Promotion

## 1. Introduction

Ice sports, such as activities like figure skating, speed skating, and ice hockey, provide much benefits for bodily health. In recent years, the development of ice sports in China has gained some traction, due to government policies, infrastructure development, and increased involvement by the private sector. These efforts have been further increased and made more well-known by international events like the Beijing Winter Olympics, which have brought more attention to China's ice sports sector. Ice sports, however, still is not a sport that has gained mainstream popularity, due to challenges such as relatively expensive barriers of entry, and access limitations due to infrastructure location making it difficult for people to start doing ice sports, which causes reduced participation, and thus, reducing the number of people that participate in ice sports.

## **2. Essential Research**

### **2.1 Theoretical Framework**

The definition of ice sports: Ice sports usually include skating (figure skating, speed skating, ice hockey) and other forms. The different kinds of ice sports help to improve the different physical qualities of the youth, such as balance and endurance, speed, and coordination.

### **2.2 literature review**

#### **2.2.1 Introduction**

The development of ice sports in China has received huge support from the government, with many set policies to facilitate the sport across the nation. Whereas some aspects are improving, other challenges limit their development and popularity. This essay, therefore, intends to analyze with substantial evidence the positive and negative features of the development of ice sports with government policies, infrastructure, training, private sector involvement, and main obstacles.

#### **2.2.2 The Government**

##### **2.2.2.1 Government & Policies**

The supportive policies were promulgated to popularize ice sports. For example, there was a plan to engage in "Healthy China 2030" with participation in this activity

at 30 million by the year 2030, to render physical fitness to citizens and build their interest in winter sports. Development Plan for Ice and Snow Sports (2016-2025) set particular targets in enhancing participation, clearly acting in reflection of the government attaching more importance to making sports the mainstay of Chinese culture.

#### 2.2.2.2 Government & Institutions

The government has united with the institutions of sports education and companies in training specialized personnel: athletes and coaches. Training camps and schools were opened to help young people develop their skills and thus lay the foundation for the long-term development of ice sports.

#### 2.2.2.3 Government & International Exchanges

The government has supported the arrangement of activities and international exchanges. Holding the Beijing Winter Olympics further increased China's influence in winter sports and encouraged many other people to participate in these sports. China has also brought in more international competitions, enabling local athletes to compete with the best and thereby increasing interest in winter sports.

#### 2.2.3 Infrastructure

Infrastructural development has been one of the major priorities. The Beijing Winter Olympics brought great changes in the ice venues and their surroundings—most importantly within Beijing. Local governments and businesses

should be encouraged to invest in skating rinks that would make ice sports accessible to all.

#### 2.2.4 Private Sector

The private sector has played a very important role. Businesses have invested in the industry of ice sports through sponsorships and partnerships, which support other related industries such as tourism and equipment manufacturing. This involvement stimulates a positive growth spiral and makes ice sports more appealing to the general public.

#### 2.2.5 The problem researchers found

##### 2.2.5.1 Introduction

Despite these, several facts work as a bottleneck towards the development of ice sports in China. The most crucial issue is the number of regular participants, which is fairly less compared to other sports. Though many people may try these sports, few continue regularly. High costs, limited facilities, and the perception that these sports are difficult further hamper participation on a large scale.

##### 2.2.5.2 Urban VS. Rural

Ice sports have limited participation, and there is inequality between urban and rural settings, age brackets, and even occupations. Facilities are generally more accessible to urban residents, while rural areas have very limited opportunities. Such programs need to be tailor-made for the specific needs of each community.

#### **2.2.5.3 Lack of Training Resources**

Another major aspect is that proper educational and training programs for the general masses would be lacking in most places. Very few people are aiming to have good training facilities with properly trained and qualified coaches; furthermore, the local authorities seem to be content with the numbers increasing rather than overall quality improvement. Only high-quality training programs and an increase in the number of coaches will allow a great ice sports culture to be developed.

#### **2.2.5.4 Misunderstanding**

It also faces various issues with public awareness education. For example, some sports, like ice hockey, are thought of as being extremely intense and dangerous and, therefore, something that parents want to keep their children away from. In reality, this sport is much safer than it is perceived, since it includes several beneficial aspects if proper precautions are taken, such as teamwork and discipline. More outreach and promotion must be conducted to change these perceptions to attract more participants.

### **2.3 Survey Research**

#### **2.3.1 Introduction**

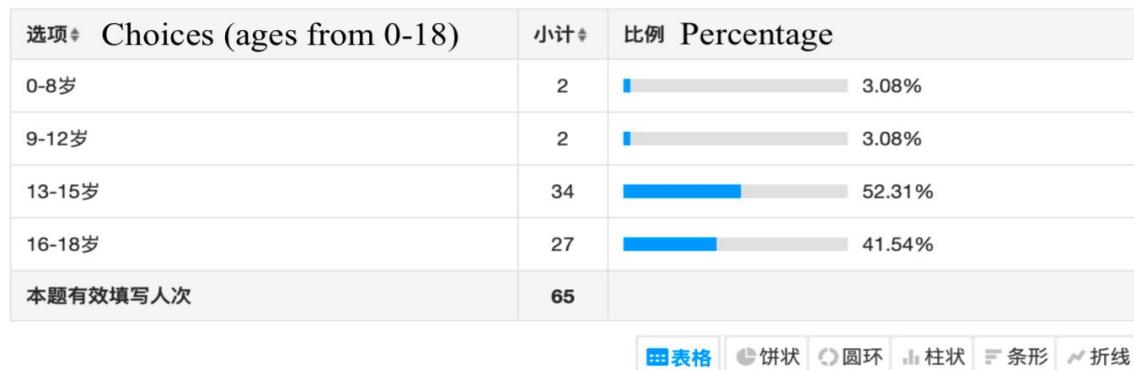
To collect data and see in a particular community, in this case, schools, how much people know about and participate in ice sports, questionnaire surveys were used. Questionnaire surveys are ideal for collecting data as they can be sent to people

to be completed digitally, which means that they can be sent to a lot of people. 2 surveys, which have been put into sections labeled survey 1 and survey 2 respectively, have been used to measure how much people who know about ice sports participate in ice sports, and how many people know about ice sports, respectively.

### 2.3.2 Data analysis

#### 2.3.2.1 Survey #1 - Participation in ice sports

第1题：您的年龄段： [单选题] Age distributions

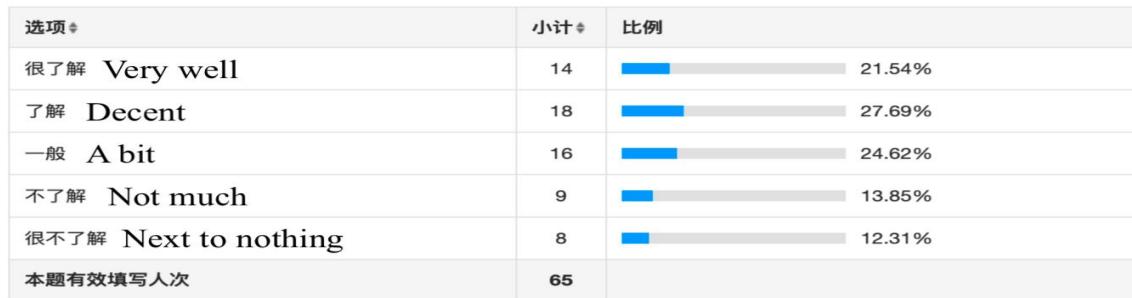


第2题：您的性别： [单选题] Biological gender



Results of the first two questions show that most of the people who did the survey are in the 13-18 age bracket, meaning that most of the people who did the survey are high school students. This is in line with the expected outcome, as the survey was only advertised in high school groups. The male-to-female ratio is 32 to 33, showing that there are roughly an equal number of participants of both genders.

第3题：您自认为对冰上运动的了解程度 [量表题] How much do you know about ice sports  
本题平均分：2.68



[表格] [饼状] [圆环] [柱状] [条形] [折线]

第4题：您会去主动了解冰上运动吗 [单选题] Would you learn about ice sports on your own

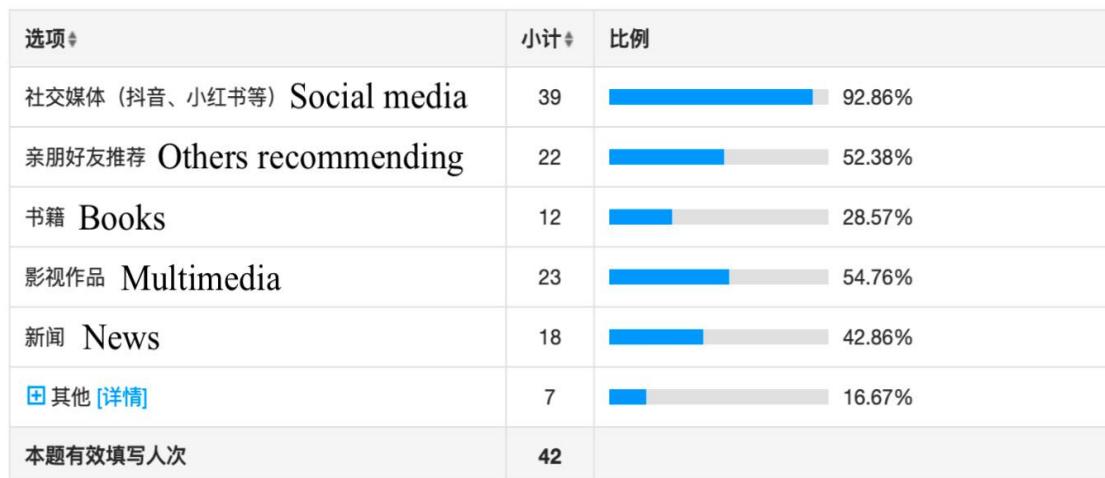


[表格] [饼状] [圆环] [柱状] [条形] [折线]

Questions 3 and 4 shows respectively how many people know about ice sports and how many people participate in ice sports. Question 3's responses show that 72.41% of individuals who participated in the survey know about ice sports somewhat well, meaning the majority of students in high schools are aware of ice sports. Results of question 4 highlight that a majority of 64.62% of individuals have learned about ice sports independently and without being affected by an external variable, which shows that there is much relevancy regarding ice sports activities and that it causes sufficient interest for people to care about learning about

it.

第5题：您了解冰上运动的途径有哪些 [多选题] Ways you are informed about ice sports



[查看多选题百分比计算方法](#)

 表格  饼状  圆环  柱状  条形  折线

第6题：您参加过冰上运动吗 [单选题] You ever participated in ice sports



 表格  饼状  圆环  柱状  条形  折线

Table 5 and Table 6 show ways people used to know and learn about ice sports and if they have participated in ice sports respectively. Table 5 shows that most people use social media, with apps such as TikTok and Xiaohongshu, to learn about ice sports. Table 6 shows that most people who did the survey have participated in ice sports before, showing that most people have at least some experience with

it.

第7题：您平常参加次数相对最多的冰上运动 [多选题] Type of ice sports you participate the most

选项	小计	比例
冰球 Hockey	12	24%
冰壶 Curling	3	6%
自由滑冰 Freestyle skating	29	58%
花样滑冰 Figure skating	12	24%
速滑 Speed skating	7	14%
其他 [详情]	2	4%
本题有效填写人次	50	

第8题：您平常参加冰上运动的单次时长 [单选题] Length of participation

选项	小计	比例
0-30分钟 0-30 minutes	11	22%
30-60分钟 30-60 minutes	14	28%
1-2小时 1-2 hours	22	44%
2-4小时 2-4 hours	3	6%
4-8小时 4-8 hours	0	0%
本题有效填写人次	50	

Table 7 and Table 8 show which ice sport has the most amount of people participating and how long usually is spent per session. Table 7, displays the most popular ice sport freestyle skating, followed by figure skating. In Table 8, it can be seen that the most chosen option (44%) is to spend around 1 to 2 hours a day doing ice sports-related activities. The least people (6%) chose the option 2-4 hours for ice sports activities, and nobody picked the 4-8h option because it was too long.

第9题：您参加冰上运动的频率 [单选题] Frequency of participation of ice sports

选项	小计	比例
一周三次及以上 >3 times a week	4	8%
一周一次/两次 1-2 times a week	13	26%
两周一次 Once per 2 weeks	3	6%
一月一次 Once per month	3	6%
半年一次 <2 per year	18	36%
只试过一次 Once only	9	18%
本题有效填写人次	50	

第10题：您考虑到哪些因素没有尝试过冰上运动 [多选题] What factors affect your participation

选项	小计	比例
居住附近没有冰场等设施 No facilities close to home	11	73.33%
认为冰上运动有一定危险 Risk of injury	5	33.33%
认为冰上运动门槛太高，只有经过训练才能尝试 Insufficient training / thinking it is too hard to learn	8	53.33%
认为冰上运动花费过高 Cost	4	26.67%
不感兴趣，没有了解过冰上运动 Not interested	8	53.33%
其他 [详情]	1	6.67%
本题有效填写人次	15	

As seen in Table 9, most people do not participate in ice sports often, with the most picked option being half a year per session, at 36%. In Table 10, it can be seen that the biggest reasons that contribute to people not being interested in participating in ice sports are facilities for ice sports are too far away (73.33%) and lack of interest (53.33%).

第11题：您认为哪些因素会制约您参加冰上运动 [多选题] Limiting factors

选项	小计	比例
居住附近没有冰场等设施 Lack of facilities	34	 68%
冰上运动有一定危险/之前受过伤 Risk of injury	13	 26%
冰上运动花费过高 Cost	11	 22%
学业压力变大，课余时间不够 School work	39	 78%
其他 [详情]	5	 10%
本题有效填写人次	50	

As seen in Table 11, to get more people interested in ice sports, academic pressure would have to be decreased, with 78% of participants picking that as a contributing factor. In addition, more ice sports facilities should be constructed, as 68% of participants picked that as a contributing factor.

In conclusion, although a large portion of individuals in the selected survey group know what ice sports are and have participated before, their participation is limited due to academic pressure and ice sports facilities not being easily available. This problem can be addressed by constructing more ice sports facilities by reducing traffic to make travel to ice sports facilities faster, or by petitioning schools to reduce workload.

### 2.3.4.2 Survey #2 - Awareness of ice sports

第2题：您自认为对冰上运动的了解程度 [单选题] How well do you know about ice sports

选项	小计	比例
非常不了解 Next to nothing	5	9.62%
不了解 Very little	27	51.92%
了解 Decent knowledge	14	26.92%
非常了解 Very well-informed	6	11.54%
本题有效填写人次	52	

Table 2 shows the percentage of people who know about ice sports out of a given sample of a population, in this case, Beijing high schools. This clearly shows that 51.92% of all survey participants are not well-informed about ice sports. In addition, there 9.62% of people in this group know next to nothing about ice sports.

Of the 38.46% of people who are well-informed about winter sports, of all survey participants, only 11.54% of participants are very aware and informed of ice sports. Altogether, this table shows that most individuals in the sampled population are not well aware of ice

sports.

第3题：您觉得目前大众对冰上运动的了解程度高吗 [量表题] How well-informed is the general public about ice sports (own opinions)  
本题平均分: 2.13

选项	小计	比例
很低 Extremely low	7	13.46%
低 Low	34	65.38%
高 High	8	15.38%
很高 Extremely high	3	5.77%
本题有效填写人次	52	

Table 3 shows how people perceived how well society as a whole is informed about ice sports. His table shows that most people do not think the general public is well-informed about ice sports.2.3.3 Conclusion

In conclusion, most people are not well-informed about ice sports. Table 2 shows that most people are not well informed about ice sports, and Table 3, reflects that most people don't think society is aware of it either. The researchers can raise awareness by advertising ice sports to Gen Z and Alpha and introducing ice sports to the general public by organizing more sports events that involve the general public.

## 2.4 The existing attempt & analysis

### 2.4.1 Absence of Fan Engagement

In the existing ice sports education websites, there were few opportunities for fans to interact with each other. There were no forums or comment sections where

fans could discuss their favorite ice sports, athletes, or events. This lack of community building meant that fans felt isolated and had no platform to share their passion.

Websites rarely organized fan-centered activities such as online polls about the most exciting ice-skating routines or contests for the best-written fan-made stories about ice sports.

#### 2.4.2 Lack of Athlete - Fan Interaction

Athletes had limited ways to connect with their fans through the websites. There were no live Q&A sessions or behind-the-scenes video uploads by athletes. This lack of direct interaction reduced the level of interest and loyalty among fans, as they did not feel a personal connection with the athletes they admired.

### **3. Innovation Design**

#### **3.1 What is the problem the research is trying to solve?**

There are yet no virtual reality mock training systems for ice sports, but there are some for sports such as golf. Moreover, user interactive websites are very limited, so there weren't enough incentives and attractive activities to enable the public to get familiar with ice sports online except for some videos and TV shows.

#### **3.2 The target population of the project**

The project's promotion of ice sports not only focuses on radiating awareness and fostering interest in the thrill and excitement of ice sports but also strategically engages the audience or people who interact with the website to create a relentless and long-term impact.

The primary audience of the project's ice sports promotion project is people who live in urban areas with resourceful access to rinks, as well as those who have an interest in ice sports innately but have not yet engaged in winter sports activities. These sorts of audiences are highly diverse, ranging from kids and children to teens, from adults and middle-agers to older people.

If they have an interest in ice sports, through the promotion project, for example, the website, they will have the chance to access winter sports and become professionals in it. For example, they can find the nearest and most suitable rinks for

themselves, and by watching the tutorial videos that professional players uploaded on our website, they can have a step-by-step easy start.

Additionally, the researcher's outreach extends to those who have an interest in international sports events, especially those who watched the Winter Olympics. They may already have a latent curiosity about winter sports but lack proper access to it. With the right and clear platform, they will deepen their impression of winter sports and even engage in it.

Our platform also targets individuals who are technically savvy and socially engaged, especially young adults (18 - 35) who are actively interacting with information, as well as parents who are seeking activities that engage their children.

Moreover, the website also provides a platform to participate in a new sport for those who have a zeal for sport. They may discover a new way of working out—ice sports—with many health benefits that are tempting for them and showcased on the website.

By focusing on audiences online, our project implements only a platform to meet the needs of modern society in the exposure of ice sports. Through the website, we can create an immersive and interactive environment for experiencing ice sports for those who have an interest in ice sports or want to know more about winter sports out of curiosity. We created a bridge to connect curiosity and action.

### **3.3 The introduction of the project**

The product is using a mock online training system and a educational website.

#### 3.3.1 Functional architecture and application value analysis of ice sports website

##### 3.3.1.1 Introduction

The ice sports website focused in this study aims to build a comprehensive service platform for fans. It consists of three core parts: skating rink map, online community and education course, which cooperate with each other to promote the dissemination of ice sports knowledge and improve the participation of fans.

The website will include three essential parts - the ice rink map, the online community, and educational tutorials.

##### 3.3.1.2 Rink map: accurate site positioning system

Ice rink map is the key function module of the website, which uses advanced geographic information technology to provide accurate location information of ice rink in Beijing area. Compared with the traditional map platform, its design focuses on user experience, optimizes the operation process, and improves the efficiency of information retrieval. The algorithm model based on proximity data divides the Beijing area into four sub-regions, which is convenient for users in different locations to quickly select the skating rink with close distance and matching facilities, saving the time and energy of venue search. The map reflects the precision and efficiency of geographic information technology in specific fields, and provides convenient and personalized site positioning services.

### 3.3.1.3 Online community: ice sports social ecosystem

Online communities are vibrant platforms for user interaction. With the popularity of ice sports in China, it has attracted many users. Users share skating experiences in the community, exchange equipment selection, training techniques and other issues. For users who are keen on team sports, this is a place to find teammates and exchange tactics. The community upholds the concept of openness and inclusiveness, covers user groups at different levels, promotes exchanges and cooperation, and promotes the spread of ice sports culture. From a sociological point of view, it meets the social needs of users, forms a social ecosystem with self-development ability, and provides social support for the promotion of ice sports.

### 3.3.1.4 Education course: ice sports skills improvement system

The educational section of the website brings together professional knowledge and teaching experience. Tutorials range from basic skating to advanced hockey skills, all crafted by a team of professional players and coaches. With their rich experience and expertise, they ensure that the courses are scientific, accurate and practical. The production takes into account the differences in users' learning abilities, and uses easy-to-understand explanations and intuitive demonstrations to lower the learning threshold, so that beginners can master basic skills. Both beginners and advanced users can find the right learning resources. From the perspective of pedagogy, this section follows the principle of teaching students according to their aptitude, provides

users with a skill improvement system, and is of great value to popularize ice sports knowledge and train professionals.

### 3.3.2 Mock training system

#### 3.3.2.1 Introduction

Ice hockey training is encumbered by high - cost venues and strict requirements. Moreover, there is a notable scarcity of appropriate simulators for young ice hockey players both domestically and internationally. Additionally, since the majority of young athletes do not pursue a professional sports career as they grow up, special attention must be paid to their physical development and the prevention of sports - related injuries during training. In response to these challenges, a novel mock training system emerges as a potential solution.

#### 3.3.2.2 Operating Mode

The ice hockey simulators within this system are engineered to offer flexible, data - driven, and highly realistic training opportunities. They can be accessed at any time and from any location, providing great convenience to users. All that's needed for input is a simple hockey stick equipped with motion - detecting capabilities. Once the player makes a move, the system, powered by AI, promptly analyzes the input to identify areas for improvement.

The mock system features an intuitive interface. When users start the system, they are greeted with clear options such as "Quick Start", "Training Mode", and "Tutorial". The "Tutorial" section offers step - by - step instructions on fundamental ice - hockey maneuvers like skating, stick - handling, and shooting. High - quality

graphics and sound effects are employed to create an immersive ice - hockey environment. A physics engine within the system accurately replicates the movement of the puck and skaters, enhancing the authenticity of the experience. Additionally, the system has a built - in community feature. Through this, players can share their high - scores, exciting game highlights, and useful tips with friends and fellow ice - hockey enthusiasts. They can also participate in online leagues and tournaments organized within the system.

### 3.3.3.3 Advantages and Benefits

3.3.3.3.1 For beginners: The training system enables users to experience authentic ice - sports training on simulated terrains, which include ski slopes of different difficulties and ice rinks. This allows beginners to familiarize themselves with the movements and types of ice sports without stepping onto real snow or ice initially. As a result, it improves their learning ability and reduces the risk of injury during actual on - ice practice.

3.3.3.3.2 For the skilled: For individuals with existing skills, the mock training system can offer more challenging programs. These programs are designed to enhance their real - life abilities and performance levels.

3.3.3.3.3 For young ice hockey playersFor young ice hockey players who have limited access to ice rinks or face restrictions in ice - training time, a good ice hockey simulator can be a valuable tool. It helps them improve their skills and maintain their physical condition, even without regular access to a real ice rink.

3.3.3.3.4 Community and engagementThe built - in community feature not only promotes friendly competition among players but also cultivates a sense of community within the ice - hockey enthusiast circle. This feature adds an extra layer of excitement and motivation to the training process.

### **3.4 What is the product's advantage?**

The digital platform we are currently building is a well-designed pathway for knowledge to be exchanged between users and creators.

Apart from the usual functions that any social media app would offer, we embedded additional functions that would only be present in maps and tour guides. This is a collection of features that will offer a thorough and convenient experience for any users of the platform.

We will continue to develop and improve on our current foundation and consistently come up with new creative features and updates that will be beneficial for people with different purposes.

This is a unique chain that links different aspects of winter sports such as advertisement, education, entertainment, and communication all together.

This is a truly innovative approach to a social issue that almost nobody has tried to take, and every step we make will be an exceptional achievement marked in the history of our digital platform.

## 4. Verification Results

### 4.1 Website statistics and analysis:

#### 4.1.1 Introduction

The website contains some introductory material about ice and snow sports, such as general information, different varieties of ice sports, and such. The website also contained features such as a map of ice sport facilities in China, and a developmental ice sport simulation system. The website has been pushed to other people through the usage of social media as well as using targeted advertisements to do so.

#### 4.1.2 Table 1: number of visitors:

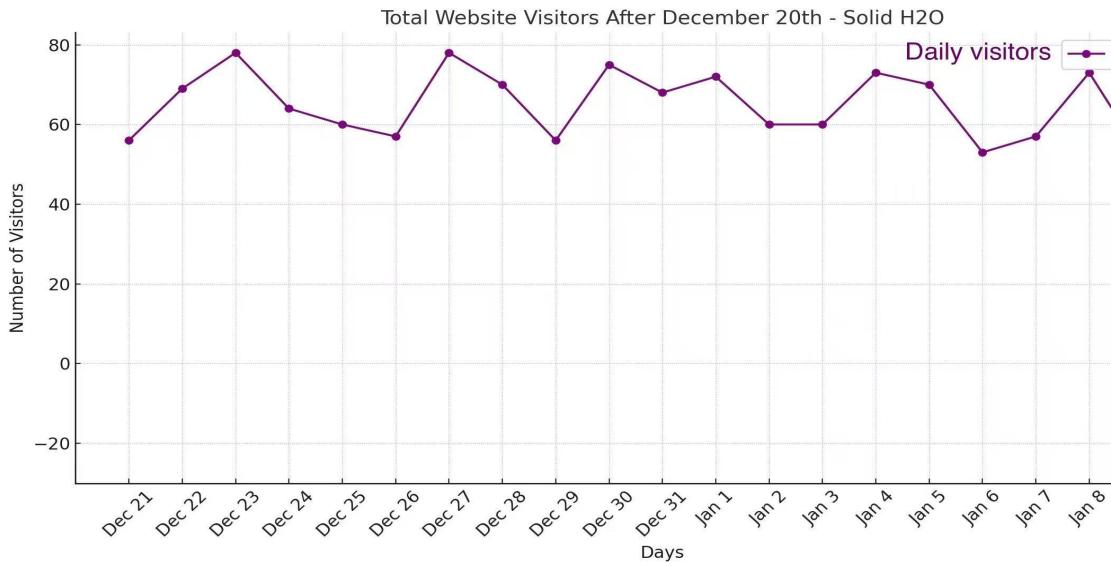


Table 1 shows how many people in total have visited the website that this project made. As seen on the counter, exactly 1267 people have visited the website. As the website was only finished constructing in late December, around the 20th, this

is a relatively impressive number of visitors. This number of visitors who visited the website demonstrates that people are somewhat interested in ice sports, and are willing to take time out of their day to click something otherwise pointless to them because of this vested interest.

#### 4.1.3 Table 2: the average amount of time visitors spent on the website:

Table 2 shows the average amount of time each visitor spent on the website. As seen in Table 2, the average amount of time each visitor spends on the website is around 77 seconds, which translates into around 1 minute and 17 seconds. The average amount of time spent on websites is around 54 seconds, meaning that the website used to advertise and inform about ice and snow sports has a much better retention rate than most websites, with the website keeping visitors there for on average 23 seconds more. (Sevell editors, 2023)

#### 4.1.4 Table 3: the total amount of time visitors have spent on the website:

Table 3 shows the total amount of time visitors have spent on the website. As seen in Table 3, this is around 27.1 hours. The total amount of time people spend on the website shows that most people would take time out of their day to look through the website, meaning that most people are at least somewhat interested in ice sports.

#### 4.1.5 Website data conclusion:

The overall performance of this website indicates a promising start in promoting interest in ice sports. With a total of 1267 visitors since the website was

launched in late December, the site has demonstrated an unexpectedly significant reach and success within a relatively short timeframe. The average time spent per visitor, which is approximately 77 seconds, surpasses the general website average of 54 seconds, reflecting good visitor retention. Furthermore, the total time visitors spent on the website, of 27.1 hours, further highlights the interest of its visitors in the content provided, showing that people can be easily drawn to content related to ice sports.

#### 4.1.6 Table 4: User feedback

In the statistical analysis of the feedback of the project website results, the data show good performance. More than 90% of users give five-star reviews to the website, and about 8% of users give four-star evaluations, indicating that the website has staged results in meeting the user experience and initially meets the needs of the masses.

An in-depth analysis of user messages found that more than 70% of users have significantly improved their cognition of ice sports after browsing the website, and many people have participated in practice for the first time, showing that the website has strongly promoted user participation.

Feedback from ice sports fans, the rink map of the website integrates key information such as venue facilities and fees and also provides an online ticket booking function, which greatly improves their efficiency in obtaining rink resources and improves satisfaction.

Professional ice athletes highly recognize the site's simulation training system. The system breaks through the site and time limit, simulates the training scene realistically, provides data feedback, effectively improves training flexibility and pertinence, and improves training efficiency.

In summary, the project website has achieved remarkable results in user experience, knowledge dissemination, resource integration, and professional training assistance, providing strong digital support for ice sports promotion. In the future, it will continue to optimize according to user feedback, and promote the digital development of ice sports.

## 5. Discussion and Conclusion

The performance of our website highlights a strong start in raising interest as well as awareness in ice sports, achieving a somewhat unexpectedly high visitor engagement and retention within a short time frame. With 1267 visitors since its launch in late December and an average visit duration exceeding typical benchmarks of 54 seconds, the site demonstrates great potential to attract and retain an audience due to latent interest in ice sports. Survey results back up data collected from the website, but also reveal other issues, such as high costs of entry, limited access due to locational socioeconomic or public concerns, and misperceptions about certain sports continue to cause people to not want to participate and limit the mainstream popularity of ice sports. The researchers hope that this project's website can solve some of these problems, such as the misunderstanding of ice sports and the cost of learning, and help more people participate in ice sports.

The development of ice sports in China has been continuous and is still ongoing. Addressing these obstacles requires much effort to put forth advertisements and educational programs to increase public awareness of ice sports as well as dispel any misconceptions. Additionally, using modern technology, such as virtual training systems and websites, can create new ways for promotion, engagement with the audience, and development of skills, which will help to bring more public attention to ice sports and allow more people to participate in fun ice sports, exercise and strengthen their health, also promote the training of China's ice sports reserve talents.

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