For professionals to work there:

Scientific research projects and professional lectures at Beijing universities, where scholars can communicate with each other and improve their academic performance.

For tourists to visit:

Scenic spots, historical sites.

For investors to do business:

Product launches, stock exchange.

Target audience:

Adult, beyond the age of 20.

Gender:

Both men and women.

Background:

All of these 3 types of people.

Using HTML and JS language.