

Research on the Development Advantage of Ice and Snow Sports Industry Cluster in Heilongjiang Province

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Keywords: ice and snow culture; ice and snow sports; industry cluster

Abstract: The sports cause of our country has attached great importance by the people all the time, and the development of ice and snow sports industry is also developing along with the continuous development of the sports cause. Heilongjiang's geographical location has obvious advantages of ice and snow resources, which also grants the development of its ice and snow sports industry unique natural and regional advantages. In order to enable the ice and snow sports industry of Heilongjiang Province to develop faster and better, with understanding and analyzing the present situation of the development of ice and snow sports industry in Heilongjiang, the shortcomings that affect the development of ice and snow culture industry in Heilongjiang can be found out. Through the concrete analysis, it is proposed to strengthen the macro-control role of the government and increase the marketing intensity. With the construction of ski fields with special characteristics, enterprises take the road of collectivized development and continuously carry out product innovation, and various enterprise groups can integrate with each other, optimize all aspects of the ice and snow sports industry in Heilongjiang Province, and speed up the construction of ice and snow culture in Heilongjiang Province and strengthen the ice and snow sports culture in Heilongjiang Province.

1. Research Object and Method

The object of study is to grasp the various problems faced by the development of ice snow sports industry in Heilongjiang province by observing and understanding all parts of Heilongjiang Province, for better understand the current situation of Heilongjiang's ice and snow sports culture, to increase the unique advantages of Heilongjiang.

Research methods: through consulting a large number of books, newspapers, magazines, columns, network resources and other input analysis and collation, including domestic and foreign information, to provide effective help. We can also watch the interview program of experts on the Internet and consult online to understand the views and opinions of experts on ice and snow sports, tourism, culture and so on. Then summarizes the current situation of ice and snow industry in Heilongjiang Province, existing problems, as well as solutions to the problem and strategies, and provide effective guidance and help.

2. The Concept and Connotation of Industrial Cluster

Industrial cluster refers to a large number of enterprises with different scales and levels of cooperation in a certain region, which are concentrated in specific industries in a certain region, which to their development, such as various institutions, organizations, and other actors. Spatial aggregates closely linked by crisscross networks, it represents a new form of spatial economic organization between market and hierarchy. In 1990, Michael Porter proposed to use the term industrial cluster to analyze the phenomenon of industrial cluster in his book "National competitive advantage" in 1990. The competitiveness of the region has a great impact on the competitiveness of enterprises. Industrial cluster is a common phenomenon in the process of industrialization. All kinds of industrial clusters can in all developed economies. Many industrial clusters also include sales

channels, customers, auxiliary product manufacturers, specialized infrastructure providers, governments and others that provide specialized training, information, research and development, standard setting, etc. Therefore, industrial clusters transcend the general industrial scope and form a symbiosis of multiple industries within a specific geographical range, and many types of institutions are connect with each other, thus constituting the competitive advantage of this regional characteristic. Industry Cluster development has become an important indicator of the development level of an economy or a region. From the point of view of industrial structure and product structure, industrial cluster is actually the processing depth of a certain product and the extension of industrial chain. In a certain sense, it is the adjustment and optimization of industrial structure. From the angle of industrial organization, industrial cluster is actually the development of vertical integration of a certain enterprise, a large company or a large enterprise group in a certain area. If the industrial structure and the industrial organization were connected, the industrial cluster actually means that the industry clustered and developed in a circle. Therefore, in a certain way, an industrial chain or chain formed within or between regions. The core of industrial cluster is the high concentration of industry in a certain space, which is helpful to reduce the system cost (including production cost, exchange cost, scale economic benefit and scope economic benefit) of the enterprise. Improve the market competitiveness of industries and enterprises.

In order to pursue scale economy and scope economy, enterprises in natural resources or regional advantages gather a lot, and the cooperation between these enterprises is the basic guarantee of success. It believed that with the development and maturity of industry, the agglomeration and cooperation of regional related institutions around the core enterprises is a spontaneous or induced economic and social phenomenon. The social relations formed by the phenomenon of interdependence in industrial clusters are the motive force of the existence of clusters.

3. Cluster in Heilongjiang Province

Facing the present situation of the ice and snow sports industry in Heilongjiang Province, we must adjust the ice and snow sports industry reasonably, integrate our own advantages, improve the inferior position, and concentrate our efforts to develop the ice and snow sports industry with its own characteristics. As a model of integrated development, the development of ice and snow sports industry cluster is of great significance to the development of ice and snow sports industry, and to the development advantage of ice and snow sports industry in Heilongjiang Province. It is of great significance to regain the market share of ice and snow sports industry. Industrial cluster refers to a company or institutions that be related to each other in a particular industry, and has competition and cooperation. The main factors include industrial base, industrial chain, spatial competitiveness and support service system. The sports industry cluster mainly involves sports equipment and clothing, basic architectural design layout, environmental protection and transportation, catering and propaganda and processing industries. The leading enterprises in the ice and snow sports industry cluster of Heilongjiang should actively coordinate with each other in time and gather each other in space to form an indivisible comprehensive running body and strengthen the core competitiveness of the region.

4. Industrial Base Advantage

Heilongjiang Province is located in the northeast of China. With its unique geographical location and ice and snow resources, Heilongjiang Province described as a "forest sea snow field" worthy of its name. The long snow period provides an advantage for the development of ice and snow sports, and evaluated as one of the best areas in China to develop ice and snow sports tourism industry. Among them, famous ice and snow sports places in Heilongjiang Province: Jabil Sports Committee ski resort, Ellingham ski resort and Chang ski resort have all been famous all over the world. The Jabil ski resort is the largest comprehensive ski resort in China at present. It hosted on the National Winter Games, the World University Winter Games and other important national and international sports events.

4.1 Industry chain advantage

Although the current ice and snow industry are restrict by many factors in the Heilongjiang, for example, the means of production, related enterprises and the government, have not been able to form a complete industrial chain. These factors have limited the rapid development of its own ice and snow sports industry. However, compared with other provinces, the ice-snow sports industry in Heilongjiang Province still has a basic industrial chain. It has become an indispensable part of the development of Heilongjiang Province to rely on the ice and snow sports industry to promote the development of other industries in Heilongjiang Province, and it has become an important way to promote economic development. Now Heilongjiang Province holds the event every year. Hosting various ice and snow sports events, hosting major domestic and international competitions such as the Great Winter Games, the Asian Winter Games and the Winter Games, creating special Harbin Ice and Snow Festival, and International Ice and Snow Festival, etc., and has its own unique brand image. The most impressive include labels such as "International ski resort", "World Snow Tourism Capital" and so on. These all fully explained Heilongjiang Province ice and snow sports industry chain has formed.

4.2 Support service system advantage

Heilongjiang Province ice and snow sports industry support of service system has improved. As we all know, it is of great significance to improve the management system and public service system of ice and snow sports industry in Heilongjiang Province. The government's management system of ice and snow sports industry has a direct impact on the contribution of snow and ice sports industry cluster to the economy. The Heilongjiang government has carried on the policy support and the fund help to the enterprises that have the intention to join the cluster, which has accelerated the development of the ice and snow sports industry cluster in Heilongjiang province advantageously. And the Heilongjiang Provincial Government is also committed to organizing various ice and snow activities every year as well as conducting a great deal of ice and snow sports and cultural industries in Heilongjiang Province. In order to promote and optimize the development environment of ice and snow sports industry in Heilongjiang Province, the author hopes to build Heilongjiang Province into a "characteristic ice and snow sports development zone" with rich scenery in the north. These strategies and efforts made by the government lay a good foundation for the cluster development of ice and snow sports industry in Heilongjiang Province. The special agglomeration of Heilongjiang in geographical location also saves the cost of ice and snow sports industry in Heilongjiang Province.

The above is from the industrial base, industrial chain, analysis of the development of ice snow sports industry cluster in Heilongjiang province has the advantage of the three points support service system. It can be said that the ice snow sports industry in Heilongjiang province have a basis for the development of industrial clusters, can go out is different from other provinces have self-characteristics of ice and snow sports label industry. This is the effective way to promote the development of ice snow sports industry in Heilongjiang Province, and is feasible.

5. Measures for the Development of Ice and Snow Industry Cluster in Heilongjiang Province

The ice and snow sports industry has become a new economic growth point in Heilongjiang Province. As the ice and snow sports, tourism industry in Heilongjiang Province already has the foundation for the development of industrial clusters. Therefore, it is very important for the development strategy of ice and snow sports industry cluster in Heilongjiang Province in the future. Set up leading enterprise drive effect. The production and development of any industrial cluster cannot leave the driving force of leading enterprises. The formation of industrial cluster must demonstrated by leading enterprises, and finally form industrial cluster. Of course, the so-called leading enterprise may not necessarily be a production enterprise; it can exist in a variety of forms, either as a manufacturer of ice and snow sports equipment, or as a place to engage in ice and snow sports. However, from the current development of ice and snow sports in Heilongjiang Province,

the most practical leading enterprises should be ice and snow sports venues. From the point of view of the manufacturers of ice and snow sports equipment, we used to have an advantage, but At present, the world's excellent ice and snow sports equipment manufacturers are mainly concentrated in Europe, at this stage, we do not have a competitive advantage. But different from the ice and snow appliance manufacturers, we have very good natural environment and site advantages. Heilongjiang Province has big small Xing an ling, Zhang Gang Caviling and Wanda Mountain vein, Mountain, the mountainous area of the province account for 60 meters. There are more than 100 mountain peaks above 1000 m above sea level suitable for the construction of large ski resorts, which is the most intensive province of skiing tourism in China. Moreover, the winter snow quantity is large, the snow quality is good, the ecological environment is good, the slope is moderate, and the snow period is long Up to 150 days, across the autumn, winter and spring three seasons. Heilongjiang Province has more than 150 ski tracks, the total length of more than 150000 extended meters, more than 120 cableways. Therefore, the best way to make use of leading enterprises in Heilongjiang Province to promote the development of ice and snow sports industry is to select excellent ski resorts in ski sports, so that we can take advantage of the original development advantages. You can further make the ski resort in the province bigger and stronger.

5.1 Establish "Heilongjiang characteristics" Ice and Snow Sports Industry Cluster

The ice and snow sports industry with "Heilongjiang characteristics" is the centered in Harbin, including Qiqihar, Mudanjiang, Jiamusi, Heike and many other cities. The advantages of ice and snow sports resources should brought into full play, the advantages of tourist market should be developed, the rational planning and distribution of ice and snow sports cluster should be guided, and the scale development of ice and snow sports industry could be formed. To realize the resource sharing, information sharing, service sharing and benefit sharing in the ice and snow sports industry cluster development. To improve the management concept sports industry in Heilongjiang Province. Strengthening the cultivation of talents, the degree of specialization of ice and snow sports industry is high, so the demand for professional talents is unique. At the same time, because of the serious brain drain of the ice and snow sports industry in Heilongjiang Province, it is urgent to strengthen the training of talents. In order to achieve an orderly and rapid development of the ice and snow sports industry in Heilongjiang Province, it is necessary to study the thought and theory of the ice and snow sports industry, train sports management talents and strengthen the construction of ice and snow sports industry team. The long-term development of any industry is inseparable from the introduction of high-end talents. If we want to make the ice and snow sports industry in Heilongjiang develop continuously, the most important thing is with high-quality ice and snow sports industry talents, and we must realize the importance of ice and snow sports industry talent. In order to develop and utilize the ice and snow sports industry resources of Heilongjiang Province effectively, we must vigorously cultivate the high quality ice and snow sports industry talents with innovative ability and pioneering spirit, and strive to create a strong professional knowledge. High moral quality, good cultural cultivation of ice and snow sports industry talent team. It injects fresh and powerful blood into the cluster development of ice and snow sports industry in Heilongjiang, and injects new vitality into the development of ice and snow sports industry.

5.2 Strengthen the construction of propaganda platform

The concrete implementation of any work cannot separate from propaganda work, and the development of ice and snow sports industry in Heilongjiang Province is the same. The reason why we lag behind in some aspects of ice and snow sports industry over the years related to the lack of publicity. For further develop the ice and snow sports industry cluster in Heilongjiang Province, we should strengthen propaganda, strengthen the comprehensive construction of propaganda platform, achieve "good deeds spread thousands of miles", and play the brand effect of the development of ice and snow sports industry cluster in Heilongjiang Province. Based on the traditional means of propaganda, we should actively create a comprehensive propaganda platform for network propaganda, competition propaganda and regional publicity, to make ice. The development of snow sports industry cluster has become the business card and brand of Heilongjiang province, which

makes people form such an impression in their minds. Talking about ice and snow sports industry is talking about Heilongjiang Province. For this reason, Heilongjiang Province must integrate the previous propaganda means, and vigorously carry out propaganda work around "one-stop" ice and snow sports and ice and snow sports integration resources, the holding of ice and snow sports events and the annual Harbin Ice and Snow Festival. To make sure that everyone who comes to Heilongjiang is obsessed with the ice and snow sports tourism and sports that take place here

5.3 Provide high quality ice and snow sports tourism service

Tourism is a service industry; the quality of service directly affects its customer volume and profit margin. For ice and snow sports industry, a good service environment is very important. We must have safe and reliable sports venues and advanced infrastructure, warm and comfortable accommodation environment and quality service attitude. It is necessary to meet the needs of consumers at different levels, have convenient transportation lines and transportation facilities, do a good job of regional environmental greening, increase the number of public toilets, improve the allocation of rescue facilities and ambulance men, and realize the standardization and comfort of the public service system. As far as possible to meet the needs of consumers in ice and snow sports tourism, so that ice The snow sports tourism industry has become a "green economy", which can retain consumers, make consumers feel different comfortable experiences, feel at home as relaxed and comfortable, and generate the urge to come again.

6. Conclusion

China's sports industry is developing rapidly, ice and snow sports industry is a hot spot in recent years. Heilongjiang Province in the process of development has evolved from the original advantage of development into today's absolute advantage no longer have. Although the ice and snow sports industry in Heilongjiang province has the advantage of cluster development, it also faces many opportunities and challenges.

We should adopt feasible strategy, take the development road of "Heilongjiang characteristics" ice and snow industry cluster, train high quality talents and provide high quality talents. The development of ice and snow industry cluster is the only way to change the present situation and existing problems. The ice and snow industry in Heilongjiang Province will have great development space because of introducing, propaganda platform construction and talent training. Can really ice and snow sports industry in Heilongjiang Province better and faster development.³List all distinct addresses in the same way

Acknowledgements

A Planned Project on a Study of philosophical and Social Science of Heilongjiang Province: A Study of the Structure Optimization for Ice-snow Sports Industry and Applied Talent Training of Heilongjiang Province(16TYE02).

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