

Study on the Optimization Strategy of Ice and Snow Sports Industry in Heilongjiang Province from the Sustainable Development

Zhao Weiming^{1, a}

¹College of Physical Education, Heihe University, Heihe, 164300, China

^azhaoweiminghh@126.com

Keywords: development strategy; ice and snow sports industry; Heilongjiang Province

Abstract: The development of ice and snow sports industry in Heilongjiang Province has unique geographical advantages, with rich ice and snow sports culture. In order to improve the competitiveness and sustainable development of the ice and snow sports industry in Heilongjiang Province, this paper aims at the lack of scientific coordination, the disconnection between supply and demand, the lack of infrastructure, the lack of professional personnel and the weak awareness of environmental protection, the imperfect management level and service quality, the lack of safety protection measures, the constraint bottleneck of ambiguous brand characteristics, and puts forward the strategies.

1. Introduction

Under the guidance of the Central Committee of the Communist Party of China, the State Council and the Development Strategy of the Old Industrial Base in Northeast China. Northeast China should take full advantage of its own geographical, cultural and historical resources, develop the ice and snow industry with ice and snow sports as the main point, and further promote the economic development and social progress in Northeast China. Heilongjiang is one of the oldest industrial bases in northeast China. Sports resources are unique. In recent years, the ice and snow tourism sports industry of Heilongjiang Province has developed rapidly, which not only drives the rapid economic growth of Heilongjiang Province, but also outshines the snow and ice tourism industry in the whole country. Formed a "South Hainan Island, north Heilongjiang" winter tourism double-magnate pattern. But at the same time, Heilongjiang ice and snow industry is facing strong competition from Liaoning, Jilin, Xinjiang, Inner Mongolia and other provinces on the one hand, on the other hand, there are many problems to be improved. How to tap its own advantages to strengthen the ice and snow sports industry and maintain the leading position of ice and snow sports, the situation is grim and urgent. In this paper, the current ice in Heilongjiang Province The natural, social and cultural background of the development of snow sports industry, and the constraints of the development of ice snow sports industry discussed in order to find some targeted countermeasures.

The Natural, Social and Cultural background of the Development of Ice and Snow Sports Industry in Heilongjiang Province

A unique geographical advantage. In Heilongjiang Province, there are big and small Xinganling, Zhang Guangcailing and Wanda Mountains, Daqingshan, etc. The mountainous area accounts for the province's area of 60 meters, the forest area accounts for 41th and the forest coverage rate is the first in the country. There are more than 100 mountain peaks above 1000 m above sea level suitable for the construction of large ski resorts, making it the most densely resourced 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, the snow period is up to 150 days, can last from November to the second year April, spanning the autumn, winter and spring three seasons. Around Harbin, there are Abli, Erlongshan, Jihua, Pingshan gods Deer, Huatian Ujmi, Sun Moon Gorge as the leading large ski resort, Mudanjiang has a ski resort represented by Peony Peak and Wang Road ski resort, and even on the Heihe River lying on the bank of a cow lake on the

borderline. As early as two years ago, the Heihe Far East International Ski Resort with sss grade has built, which is the international ski route of Heilongjiang Province, which is mainly to receive tourists from the Russian Far East. There are more than 150 ski paths in Heilongjiang Province, with a total length of more than 150000 meters, more than 120 cableways and more than 35000 snow pieces.

Rich ice and snow sports culture. With the advantage of natural resources, Heilongjiang has scientifically created four thematic activity months, namely, the early winter warm-up skiing month, the midwinter fever skiing month, the Spring Festival Golden skiing month and the spring vigor skiing month.

The Heilongjiang Provincial Government led the propaganda of ice and snow tourism, starting from 1963 to set up an ice lantern garden, and then holding an ice and snow festival in 1985. In 1998, it built a large world of ice and snow, gradually combining ice sculpture art with snow sculpture art, and ice sports with snow movement. The combination of ice and snow sports and national fitness has formed the rare style and advantage in the world, and created the brand project of "ice and snow sports promenade". Harbin Ice and Snow Festival, Heilongjiang International skiing Festival, Qiqihar Kanto Cultural Festival, Mudanjiang Snow Town Tourism Festival and so on enjoy very high sound transcripts at home and abroad. Skating, ski tourism and the annual Harbin Ice and Snow Festival, Qiqiha Er Guandong Cultural Festival organically integrated, greatly improved the ice and snow sports culture in Heilongjiang Province.

With the increasing of people's economic consciousness, ice and snow sports have become ice and snow sports culture with rich connotations of ice and snow science, ice and snow art, ice and snow tourism, ice and snow economy and trade, ice and snow diet, ice and snow commodities and so on. The ice and snow sports culture has promoted the social progress, the economic growth, and has formed the "ice and snow build stage, the economy sings the drama" the gratifying scene.

2. The Bottleneck in the Development of Ice and Snow Sports Industry in Heilongjiang Province

Lack of scientific coordination, supply and demand disjointed. Skiing is an important part of the development of ice and snow industry in Heilongjiang Province. With the increasing of skiing enthusiasts, the ski fields in Heilongjiang Province are springing up all over the place. However, some ski resorts driven by interests, blindly seeking to become stronger and bigger, blindly competing with each other and rushing onto the horse. They do not fully meet the requirements in such aspects as site selection, site construction, safety protection, management, etc. Among them, the slope is not suitable and the snow way is narrow. Snow track cannot maintain in time, the lack of rescue facilities are common problems. This is precisely because the government functions lack of scientific coordination and guidance on ski resort construction, which leads to the scale and construction of ski resort development in Heilongjiang Province. The good and the bad are mixed, and the fish are mixed. Overexploitation leads to oversupply and disconnect between supply and demand. In addition, the lack of scientific proof and market research projects often lead to waste of funds and fabricated damage to the natural environment. At present, the small and medium-sized snowfields in some counties and cities in Heilongjiang Province, due to poor management and disorderly competition, on the one hand, resulted in a waste of local financial resources; on the other hand, they have destroyed natural resources. For example, soil erosion and environmental pollution have had a negative impact on the lives of local people. This phenomenon should pay enough attention to by the government. In addition, the resources of ski resorts should develop in a co-ordinate manner. Also, to create high-grade fine ski resort, promote the ice and snow industry healthy cycle of steady development.

Infrastructure is still lacking. A mature ice and snow sports industry should not only have sufficient resources and related facilities, but also complete the facilities. While building boutique tourist attractions, it should create convenient transportation, comfortable accommodation, and delicious catering for tourists. Essential medical and internet services are essential. In recent years, in order to promote the great development of the ice and snow sports industry, Heilongjiang

Province has increased its investment in the infrastructure of ice and snow tourism, such as adding snowboards, snow tracks, improving the snowfield environment, increasing the protective function, and so on, to a certain extent, has improved the facility environment. However, some large snow spots face a steady flow of tourists during the holidays, and existing reception Capacity is very tight, equipment shortage especially cannot guarantee the demand of high-end tourists. With the rapid development of economy, people's demand for skiing presents diversity, but the current ski resort is limited to the initial, middle, high three levels, the world's popular cross-country skiing simply can not be opened, resulting in a pattern.

The ice and snow sports industry is also a comprehensive system engineering, which has a positive push on the related industries such as diet, accommodation, travel , tourism , shopping , entertainment , finance and communication . At the same time, we should improve the service quality of the relevant practitioners, change the service attitude and raise the service consciousness, to enhance the competitiveness of the ice and snow sports industry in Heilongjiang Province.

Strengthen the training of professional talents. The development of ice and snow sports industry needs senior management talents and complex talents in different industries, especially in the ice and snow sports tourism market. At present, with the development of ice and snow sports industry in Heilongjiang Province, it is urgent to train a group of professionals with high culture, knowledge of ice and snow sports and economic management experience. At the same time, the forecast and analysis of ice and snow sports industry market and the training of management personnel should strengthened regularly. Make full use of the resource advantages of colleges and universities, especially sports colleges and universities, set up the professional direction of ice and snow, set up ice and snow sports management, ice and snow sports industry introduction, ice and snow extreme sports and other professional courses, Transport talents for ice and snow industry. In order to promote the development of ice and snow sports industry and to make the management of ice and snow sports industry more scientific and standardized, we can improve the special ability of ski coaches and improve the professional quality of relevant on-the-job personnel through various kinds of training.

The culture of any local culture has its unique cultivation of ice and snow culture, regional style and historical culture. Ice and snow culture is a wonderful flower on the black land of Heilongjiang province. To build the ice and snow culture of Heilongjiang Province, it is necessary to rely on rich regional and cultural resources to open the advantages of ice and snow tourism resources in Heilongjiang and to pay attention to the people. With the development of ethnic characteristics and regional, culture, the Chinese and western urban architectural art and culture displayed. The integration of high technology and innovation used to cultivate the ice and snow culture with unique features of Heilongjiang province. At the same time, a large amount of energy, material and financial resources should be concentrated to create the characteristic Longjiang brand, and the main line and the region should highlighted. Through research and development and promotion of ice and snow sports tourism, ice sculpture and snow sculpture, local folklore, special catering and other combination products to enhance the comprehensive competitiveness of the ice and snow industry in Heilongjiang province, To form a new pattern of ice and snow sports industry with national and regional characteristics.

Strengthen international competition exchanges to promote economic development. Ice and snow sports are the local advantage of Heilongjiang Province, with a broad mass base. By strengthening international competition exchanges in Heilongjiang Province, not only can we expand our popularity, form a window for publicity, create a brand of ice and snow events, increase people's attention to sports activities, and, more importantly, we can bring relevant industrial chains into play. In 2009, Heilongjiang Province successfully held the 24th World University Winter Games, attracting a large number of tourists from home and abroad and comprehensively promoting Heilongjiang's economy, environment, transportation, and television transmission during the preparation of the event. Sports establishment in the coming period, we should make full use of the buzz of the Great Winter Games in the world, carry out international competition exchange, and promote the rapid development of the ice and snow sports industry in Heilongjiang Province.

3. Summary

The development of ice and snow sports industry in Heilongjiang Province has unique advantages, and its strong development potential will inject new vitality and broader development space into the economy of Heilongjiang Province. However, under the increasing market pressure, the development of the ice and snow sports industry in Heilongjiang Province must scientifically planned and rationally distributed, and the government's macro-control mechanism should be brought into play, and attention should be paid to the construction of infrastructure. To enhance the comprehensive service ability of the ice and snow sports industry; to strengthen the training of professional talents; to cultivate the ice and snow culture, to build the special brand; to strengthen the international competition exchange and promote the economic development, etc., to enhance the competitiveness of the ice and snow sports industry in Heilongjiang Province.

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).

References

- [1] Yu Bo. Heilongjiang Industrial Development report [r]. Beijing: social Sciences Literature Press 2011
- [2] Sun Yi. Development of ice and snow tourism industry in Jilin province [j]. sports science, 2011,31 (6): 33-41.
- [3] J C j, Song X p, Zhang H y, G C f, Wu X H. Effect of Winter meeting benefit on Ice and Snow Industry in Heilongjiang Province [j]. Journal of Harbin Institute of physical Education
- [4] B M X. Strategic study on the Development of Sports Industry in China [J]. Sports Research Research: 3: 1-8. Doe: 10.3969% j. sins. 1006-1207.2006.03.001.
- [5] Yu Qing, Yuan J. On the Development Mode of Chinese Sports Industry in the Post-Olympic era [J]. Sports and Science 2009: 4: 7-10. Doe: 10.3969% joist. 1004-4590.2009.04.002.
- [6] Li H b, Zhu Cheng. Some thoughts on the Development of Ice and Snow Sports Industry in Heilongjiang Province [J]. Ice and Snow Sports: 3: 77-78. Doe: 10.3969 / joists. 1002-3488. 2003. 033.
- [7] J M h , Z D z, Yu F. Study on the Development of Ice and Snow Sports Industry. 2013.018.
- [8] Zhang R k, Guan X y, Dong X. Research Report and Countermeasures of Heilongjiang ski resort [J]. Ice and snow movement, 2007, (5): 71-76.