

Research on the Optimization of Heilongjiang Ice and Snow Sports Industry

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Abstract: Heilongjiang's unique geographical advantages and ice and snow resources have provided favorable conditions for the rapid development of the snow and ice sports industry. However, many problems have also emerged during the development process, such as lack of reasonable planning, shortage of human resources, slow development of supporting industries, and awareness of ecological protection. Weakness and other factors have greatly affected the sustainable development of Heilongjiang's ice and snow sports industry. By analyzing the interpretation of the sustainable development of the ice and snow sports industry and the current development problems of the ice and snow sports industry in Heilongjiang Province, it is proposed to start from a macro perspective, actively play the government's control and supervision methods, scientifically formulate relevant systems, and optimize various departments. Resources allocation, pay attention to the introduction and cultivation of high-end talents, and at the same time do a good job in the promotion and popularization of ice and snow sports and other related optimization strategies, in order to provide theoretical reference for the sustainable development of ice and snow sports industry in Heilongjiang Province.

1. Introduction

As a rising star in the tourism industry, the ice and snow tourism industry has a composite advantage of good comprehensive income and low resource consumption. It is both a renewable and recycling resource in the “smoke-free industry” and a strong dark horse in the “chaoyang industry”. General Secretary Xi Jinping emphasized: “The ice and snow is also the golden mountain and the silver mountain.” Through the opportunity of the “Belt and Road”, the delegation will be organized to organize a “Beautiful Snow and Ice Tour” in foreign countries to help China's ice and snow tourism go global. As the first province in China to develop ice and snow tourism, Heilongjiang Province has introduced many measures in recent years to create a tourism industry under the brand of “crown and snow”, driving “food, housing, travel, purchase, entertainment, and culture” and becoming a driving force for economic development. new motivation. In 2015, the province's tourism industry contributed more than 70% to the tertiary industry, of which Harbin's tourism revenue accounted for more than 10% of the city's GDP.

The competition of ski resorts in northeast China is mainly concentrated in Harbin and Changbai Mountain. In the past, Yabuli ski resort in Harbin was almost in a monopoly position, but this monopoly position has gradually been divided up in recent years. Beijing and Zhangjiajie jointly won the right to host the Winter Olympics in 2012, which also brought a lot of shock to the ice and snow tourism industry in Harbin and even Heilongjiang Province. Heilongjiang Province has issued some policies to support the development of ice and snow tourism, but due to financial investment needs to be strengthened, the effect of transportation planning is not obvious, snow and ice sports policies are not general and other reasons have not played a good effect. Examining the current ice and snow tourism industry from a public policy perspective, building an ice and snow tourism brand, strengthening talent training, and combining “Internet +” development are inevitable choices.

2. Interpretation of the Sustainable Development of the Ice and Snow Sports Industry

Sustainable development is a necessary path for the development of the ice and snow sports

industry. The concept of sustainable development is a concept that was proposed by the World Commission on Environment and Development in our Common Future report published in 1987, and defined as “Development that meets the needs of contemporary people without compromising the ability of future generations to meet their needs”, its basic principles are the principle of fairness, sustainability, harmony, demand, efficiency, and step in principle. For the ice and snow sports industry, its development has been pursuing profit maximization under the influence of the traditional development concept, which has led to many negative problems, severe damage to ice and snow resources, abnormal expansion of sports venues, and extensive product management. Happening. Especially in recent years, due to the rapid expansion of the ice and snow sports industry, the industrial development in various places lacks scientific planning and real-time market research, excessively pursues the breadth of the industry, and ignores the actual needs of the market. The dilemma in which the economic benefits are not obvious appears, forcing people to rethink the future development direction and development mode of the sports industry. The sustainable development path of the ice and snow sports industry essentially requires the ice and snow sports industry to achieve coordinated development with nature, society, culture, and the ecological environment. While maintaining economic benefits, pay attention to the harmonious relationship between industry and nature, industry and industry. The survival and development of the company cannot be separated from the guarantee of various materials and capabilities, and from the supply of environmental capacity and ecological services. Without the coordinated development between industry and nature, the industry cannot continue, and the development of the industry cannot be separated from the industry. The degree of internal order and organization, and the ability to handle relations with other industries can only achieve sustainable progress as a whole on the premise of peaceful development and mutual benefit. Therefore, it can be said that sustainable development is the only way for the ice and snow sports industry.

Sustainable development is the inherent demand for the development of the ice and snow sports industry. First of all, economic benefits are the cornerstone of the development of the ice and snow sports industry, and the sustainable growth of economic benefits is the prerequisite for the development of the ice and snow sports industry. With the continuous upsurge of people's ice and snow sports, tens of thousands of consumers have participated in it, which has promoted the rapid development of the ice and snow sports industry, and at the same time has also stimulated the development of industries related to the ice and snow sports industry, such as equipment manufacturing, tourism Service industries such as industry, catering, and accommodation have created greater economic benefits. For this reason, how to better coordinate the mutually beneficial relationship between the ice and snow sports industry and other related industries, and take the road of sustainable development is the internal guarantee for the development of the ice and snow sports industry.

Secondly, social benefits are the essential requirements for sustainable development, and also another important link in the development of the ice and snow sports industry. Positive social benefits can not only promote the improvement of regional resource utilization and increase employment, but also increase the visibility of the region's ice and snow sports industry, and then attract more foreign consumers while creating regional stability while creating more economies. The demand for increasing the social benefits of the industry just meets the requirements of taking the path of sustainable development.

Third, ecological benefits are a necessary condition for sustainable development, and they are also a top priority for the development of the ice and snow sports industry. As environmental problems become increasingly prominent, people's awareness of environmental protection is gradually increasing. The ecological problems brought about by the development and development of the ice and snow sports industry have attracted more and more attention from relevant scholars, such as the destruction of vegetation on ski slopes and the development of ice rinks. The development of pollution to the water environment and the soil and water loss caused by the development, so the development of the ice and snow sports industry should be scientifically and rationally planned to save construction resources. At the same time, in the future development

process, the damage to the ecological environment should be reduced and gradually Improving the surrounding ecological environment not only has strong practical significance for society, but also provides protection for the sustainable development of the industry in the future.

3. Problems Existing in the Ice and Snow Sports Industry in Heilongjiang Province

Lack of rational planning and imbalance between supply and demand The lack of clear policy guidance and scientific coordination in the snow and ice sports industry in Heilongjiang Province has resulted in a rapid increase in the number of ice and snow sports venues. In order to obtain greater benefits, enterprises have blindly developed and a large amount of material and financial resources It is a waste, and at the same time, in order to quickly withdraw funds, it is not uncommon for enterprises to implement operations without construction quality, security guarantees, and operating conditions. This has led to problems such as low venue standards, poor subsequent maintenance, and inadequate emergency measures . The large-scale development of ice and snow venues has also led to an imbalance in the relationship between supply and demand. If the small and medium-sized ice and snow venues are not well managed, there will be repeated development and construction. This will not only waste local financial resources, but also damage the ecological environment, which will hinder ice and snow in Heilongjiang Province. The healthy development of the sports industry. To this end, government departments should attach great importance to scientific coordination and favorable guidance for the construction of ice and snow venues, so as to provide reasonable planning for the macro development of the ice and snow sports industry in Heilongjiang Province.

Shortage of human resources and lack of awareness of service The development of the ice and snow sports industry in Heilongjiang Province is, in the final analysis, the development of talents and the improvement of service levels. Compared with western countries such as Canada, Switzerland, and the United Kingdom, China's ice and snow sports started late, and there is still a considerable gap in the development of the industry. The insufficient input of human and material resources is the main reason for its lag. For the snow and ice sports industry in Heilongjiang Province In terms of human resources, there are many problems in the development and utilization of human resources. For example, many people involved in ice and snow sports are retired athletes or coaches. Although they are more professional in sports technology, they lack theoretical knowledge and lack of science. The service concept and safety knowledge make it difficult for students to achieve satisfactory results in the process of participating in activities, which affects the service level of the entire industry and reduces the industry's attractiveness. At the same time, the shortage of comprehensive talents who master the management of ice and snow sports and the management of the ice and snow sports industry has made the current snow and ice sports industry in Heilongjiang Province hovering in situ for a long time, and its revenue has grown slowly. Therefore, how to increase the input of talents and improve the quality of industrial services is an urgent problem to be solved in the sports industry of Heilongjiang Province.

Insufficient related facilities and slow development of supporting industries It is the goal of Heilongjiang Province to continuously pursue the development of high-quality ice and snow sports industry. The premise is to create a warm and comfortable place with convenient transportation and communication conditions and provide high-quality catering and accommodation. As well as medical security services and comprehensive infrastructure. However, although the snow and ice sports industry in Heilongjiang Province is growing rapidly and the number of ice and snow venues is increasing, the related infrastructure is still difficult to meet the increasing number of ice and snow enthusiasts, especially in the golden period of tourism, ice and snow equipment, safety protection Facilities and reception capacity are still scarce. At the same time, with the dramatic improvement of people's living standards, people's demand for ice and snow sports has become increasingly diverse and diversified. This requires our industry to start to meet the needs of different people and develop a variety of products. However, the current development of supporting industries in Heilongjiang Province is inadequate. Production enterprises of ice and snow sports clothing, appliances and auxiliary equipment in various places lack their own core technologies and

remain in the imitation stage, resulting in insufficient market competitiveness and minimal benefits. Therefore, our province should further increase the investment in related facilities of the ice and snow sports industry, support the development of supporting industries, and contribute to the creation of Heilongjiang's fine ice and snow sports industry.

4. Measures Foroptimization of the Ice and Snow Sports Industry in Heilongjiang Province

Focus on government functions and strengthen overall planning for the future development of the ice and snow sports industry in Heilongjiang Province. Under the overall coordination of the government department, the overall development should be based on the principles of peaceful development, mutual benefit and win-win, and create a boutique industry with Longjiang characteristics. Specifically, first of all, the actual situation of the snow and ice sports industry in Heilongjiang Province should be correctly grasped, including the number and distribution of venues, supporting facilities construction, personnel composition and operating conditions, so as to make overall planning for the ice and snow sports industry in Heilongjiang Province. At this stage, the development of Heilongjiang's ice and snow sports industry is to seek benefits and avoid disadvantages, formulate scientific development strategies, and pay attention to grasping the economic growth of various industries, and then focus on the development of outstanding projects that take into account the disadvantaged areas, and further improve the economic pulling force of Heilongjiang ice and snow sports industry. Third, the government should strengthen the supervision of the industry to avoid over-development and blind expansion, while paying attention to the support of small and medium-sized industries and avoiding the emergence of repeated construction and waste of resources; fourth, for the industry itself, it should Focus on the improvement of the quality of your own services. Don't limit yourself to short-term benefits at the moment, form a bad development environment such as vicious competition and blind follow the trend. At the same time, pay attention to deal with the ecological problems brought about by the industrial development process, and then serve as the industry. It may provide for sustainable development.

Formulating scientific rules and regulations and optimizing resource allocation The sustainable development of the sports industry cannot be separated from scientific and reasonable rules and regulations. Only perfect rules and regulations can perform scientific management, optimize the resource allocation of various industries, and then maximize the benefits. Therefore, for the ice and snow sports industry in Heilongjiang Province, the government should strengthen market administrative supervision, learn from foreign advanced management experience, improve the management system, formulate reasonable rules and regulations, improve the effective management of the ice and snow sports industry, and realize clear separation of powers and responsibilities. At the same time, the competent government department should take into account the interests of all parties, implement joint law enforcement, strengthen the supervision of the ice and snow sports industry, rectify the bad market order, and create a good operating environment for the ice and snow sports industry. For enterprises, they should also formulate Scientific and reasonable rules and regulations, further improve the management of the enterprise, optimize the allocation of enterprise resources, thereby coordinating the effective operation of various departments of the enterprise, realizing the benign operating mechanism of the enterprise, and then moving towards the path of sustainable development.

Strengthening the introduction of talents, focusing on the training of reserve forces to cultivate professional, high-quality ice and snow sports talents is a necessary condition for the development of the ice and snow sports industry in Heilongjiang Province, and vigorously introduce high-end talents who understand ice, snow, sports, and management to the ice and snow sports industry in Heilongjiang Province. Development will be crucial. To this end, we should increase the introduction of high-end talents, at the same time pay attention to the training of existing employees, establish talent training bases, strengthen their professional knowledge and management capabilities; In addition, we should focus on the accumulation of reserve power, especially reserve high-end The training of talents, on the one hand, strengthens the cooperation between training bases and universities and scientific research institutions, and establishes a comprehensive talent training

system; on the other hand, it is necessary to establish an integrated training and internship model, focusing on the cultivation of comprehensive application capabilities of reserve talents, and then form enterprises, The training base and the closely-linked talent training model of colleges and universities lay a solid foundation for the sustainable development of the ice and snow sports industry in Heilongjiang Province.

5. Conclusion

The development of snow and ice sports tourism in Heilongjiang has both the advantages of natural resources and the support of acquired policies. There is an ethnic heritage in the ancient times, and today there is participation by the entire people. From a long-term perspective, the snow and ice sports tourism resources in Heilongjiang Province are far from being developed. The broader snow and ice development projects with richer ice views and snow scenes, and the more national ice sports and tourism products and services with local characteristics remain. There are major limitations, and the concept of the ice and snow sports industry economy has not really been established. After exerting its own advantages, tapping its development potential, and improving its own disadvantages, it will surely grasp the strategic opportunities of rapid development, accelerate its development into an important economic pillar industry, and contribute to the take-off of Heilongjiang's economy.

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