

Analysis on the Development Strategy of Heilongjiang Ice and Snow Sports Industry

Baofa Ma^{*}, Dachun Zhang

Hei he University, School of Physical Education, Heihe, 164300, Heilongjiang, China

^{*}Corresponding Author

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Abstract: In recent years, the development of the ice and snow sports industry in Heilongjiang Province has been developing rapidly, and it has become one of the most promising sunrise industries. However, due to the lack of scientific overall planning, perfect infrastructure, professional talents, and safety protection measures, factors such as weak environmental protection awareness, not prominent brand features, and management quality and service quality need to be improved, restricting the development of the ice and snow sports industry in Heilongjiang Province. Heilongjiang Province should enhance the concept of developing the ice and snow sports industry and build a multi-level market structure; attach importance to infrastructure construction and improve the comprehensive service capabilities of the ice and snow sports industry; strengthen the building of the ice and snow sports industry team and improve management levels; economic development.

1. Introduction

With the continuous development and deepening of China's reform and opening up, the level of the national economy has been greatly improved, and people's understanding of health has changed from a single body without disease to a multi-dimensional view of health such as physical, psychological, and social adaptation. The investment in sports and fitness has been further increased. As an important part of the tertiary industry, the sports industry has also ushered in unprecedented opportunities for development. As one of China's unique sports industries, the ice and snow sports industry is attracting more and more people to participate because of its multiple functions of fitness, leisure, entertainment, adventure, viewing, and tourism. Heilongjiang Province is located in the northeast of China. The winter is cold and long. The ice and snow period is as long as 5 months. At the same time, many river basins run through it, such as the Songhua River, Mudanjiang, Heilongjiang, and Nenjiang. And development provided convenient conditions and rich resources. Due to its unique geographical advantages and climatic conditions, as well as the people's foundation, the Heilongjiang Province has formed a large-scale sports industry after years of hard work and development. From the original only four ski resorts, Yabuli, Ujimi, Yuquan, and Dahailin, to more than 100 ski resorts, the number of ice skating rinks, ice hockey rinks and outdoor ice rinks in winter is increasing year by year. The business scope of the ice and snow sports industry has been expanded. It has established a number of sports tourism products such as ice amusement, skiing and leisure, forest hiking, and mountain outdoor, and more than 50 sports tourism routes. Industry's market and achieved certain economic benefits. However, with the continuous development and expansion of the ice and snow sports industry in Heilongjiang Province, bottlenecks have also emerged, such as the over-exploitation of the natural environment caused by the blindness and randomness of industrial development, the serious waste of ice and snow resources, and environmental pollution. The problem of matching the ecological environment carrying capacity, the market saturation problem due to the limited consumption capacity in the province, and the inconspicuous income effect caused by the unreasonable connection of the industrial chain have greatly affected the sustainable development of the snow and ice sports industry in Heilongjiang Province. How to better develop the ice and snow sports industry in

Heilongjiang Province, improve the quality and income of the industry, handle the relationship between economic benefits and the ecological environment, and achieve sustainable development are the issues we need to solve urgently.

2. Feasibility Analysis of Developing Ice and Snow Sports Tourism in Heilongjiang Province

The inevitable result of the development of the comparative advantage of the location Heilongjiang Province is a bright pearl on the territory of China. Its high latitude (N43 ° 26'- N53 ° 33 ') and its geographical location are close to the world's snow and ice tourism sacred place, Switzerland, naturally. The resource conditions are very suitable for the development of ice and snow sports tourism. Compared with other major tourist provinces in China, Heilongjiang Province is scarce in terms of well-known cultural landscapes with tourist value. However, it is famous overseas for its rich natural landscapes. The beauty of Baishan, Heishui, Songtao, and Linhai is widely recognized. To develop Heilongjiang's tourism industry, promote economic development, and utilize natural resources that are uniquely good for sustainable development, it is a wise choice and a requirement to give play to its comparative advantages.

A long tradition of national sports As early as around 4000 BC, the ancient ancestors of our country lived on the land of the Northeast, and created the early civilization of the Northeast-the new Kailuo culture. Today, people from more than 10 ethnic groups, including Han, Mongolia, Manchu, Hui, Daur, Oroqen, Hezhe, and Ewenki, live together in this vast land. In the process of adapting to nature and transforming nature, the ancestors not only formed living habits with regional characteristics, but also created the most distinctive national traditional sports activities. Although some of these national traditional sports activities have a strong productive nature and some serve life, such as the hunting of the Oroqen, the ice catching of the Hezhe, the skiing of the Manchu, and the skating of the Daur, etc., they still give people a long winter. With infinite happiness, the spiritual life of the ancients was greatly enriched. These sports with national characteristics have been passed down to this day, and they are still loved by people and have profoundly influenced the daily life of Northeast people. Children down to toddlers, and old people up to the ancient times will find their own happiness in the snow and ice in the middle of the winter season. Ice and snow sports have been deeply engraved in their character.

Strong ice and snow atmosphere Thanks to the superior natural environment and social traditions, the development of ice and snow sports in Heilongjiang Province is also better than other regions. Every winter ice season, Heilongjiang Province will stage a large number of various types of ice and snow sports activities, both spontaneous mass exercise and large-scale and organized sports events; ice and snow sports lessons from small schools to provinces and countries Even at the international level sports events, these snow and ice sports events involve a wide audience and attract a high degree of attention, forming a strong enthusiasm for the whole people to participate. As early as the 1980s, Harbin, the capital of Heilongjiang Province, hosted China's first regional festival with snow and ice activities as its main content, and became the earliest region to carry out ice and snow activities in China. Today, cities in Heilongjiang Province hold a series of festivals with the theme of ice and snow every year. The more famous are the China Heilongjiang International Ski Festival, China Harbin International Snow Festival, China Jiamusi International Snow Splash Festival, China Qiqihar Kanto Cultural Tourism Festival, China Heilongjiang Xuexiang Tourism Festival, etc. It can be seen that snow and ice sports activities, as the most common thing in winter life, have formed a strong atmosphere and deeply integrated into the daily life of Heilongjiang people.

3. Factors Restricting the Development of Ice and Snow Sports Industry in Heilongjiang Province

Lack of scientific coordination and disconnection between supply and demand The top priority in the development of the snow and ice industry in Heilongjiang is skiing. At present, there are more and more ski enthusiasts, and ski resorts in Heilongjiang have gradually built cities. However,

some ski resorts are blindly pursuing benefits and unilaterally want to make the company bigger, so they do not consider choosing suitable and qualified plant sites, site construction, safety guarantee, management, etc., so many problems will arise: The slope is too high or too low, the slope is not wide enough, the slope is not well maintained, and the rescue facilities are incomplete. All these are due to the lack of scientific coordination and guidance of the ski area construction by the government functional departments, which makes the development scale and construction of ski slopes uneven and mixed. The large-scale development of ski resorts has resulted in an imbalance between supply and demand, with supply and demand exceeding demand. At present, there are many ski resorts in Heilongjiang, and there are more than 40 around Harbin. In addition, some small and medium ski resorts have been established in some counties in Heilongjiang Province. If these ski resorts are not operated properly, not only will local financial resources suffer Great waste, and it will also destroy the natural ecological environment. Government departments should pay attention to this phenomenon, implement overall development of ski resorts, build high-end ski resorts, and promote the steady development of a virtuous cycle of the ice and snow industry.

Lack of perfect infrastructure Ample resources and complete supporting facilities are the characteristics of a rapidly developing ice and snow sports industry. In order to build Heilongjiang's fine tourist attractions, the convenience of transportation, comfortable accommodation environment, rich and delicious catering, and necessary medical measures and Internet services must be considered. In recent years, in order to promote the rapid development of the snow and ice sports industry, Heilongjiang Province has added some snowboards and ski slopes, and strengthened the protection measures around the ski slopes. However, even in large ski resorts during holidays, those infrastructures cannot meet the increasing demand. Tourists, and the lack of ski equipment cannot meet the requirements of high-end tourists. The rapidly evolving economy has led to a diverse demand for skiing. Currently, there are three levels of ski resorts: high, middle and low. Cross-country skiing is very popular throughout the world, but there is no way to open it in Heilongjiang Province, so many high-end users go skiing abroad in mature ski resorts, and a considerable number of customers are lost. If the infrastructure is not improved in a timely manner to curb the momentum, a bad cycle will definitely be formed.

Lack of professionals The key to the sustainable development and competitiveness of the ice and snow sports industry is the need for specialized decision-making talents and specialized service practitioners. At this stage, most retired old athletes or coaches are still the main force engaged in the ice and snow sports industry. Although many of them have rich practical experience, they lack theoretical knowledge and have a superficial understanding of the industry. Therefore, there is a shortage of compound talents who are well versed in snow and ice and are familiar with industrial management. Another example is that the coaches in some small ski resorts are relatively young, have little practical experience, and are not high in education. They rushed to work, and their professional abilities have not reached the qualification standards for this industry. Correctly guiding tourists to taxi, and also can not guarantee the safety of tourists, resulting in tourists are very disappointed with the ski. Development in this way will certainly weaken the competitiveness of the development of the ice and snow industry in Heilongjiang Province.

Weak environmental protection awareness Green ecology, environmental protection, and low-carbon should all be the foothold of the snow and ice sports industry in Heilongjiang Province. The development of the ice and snow sports industry can only be continued if the environmental protection awareness is enhanced. The lure of interest is huge. In order to expand a relatively large snow area, a large area of wood was cut down and a large area of green space was invaded. However, there is no greening remedy. As a result, natural disasters such as sandstorms and debris flows have occurred. At the same time, some daily garbage, sewage, feces, dust, etc. are discharged at will. In addition, Heilongjiang Province is located in the north, and there are 6 months of snow-free days in a year. This not only causes a lot of waste of energy and natural resources, but also gradually increases the operating costs of enterprises. At present, the number of tourists is increasing year by year. If environmental protection awareness is not enhanced, it will definitely cause a vicious cycle and seriously affect the development of the ice and snow sports industry in

Heilongjiang Province.

4. The Basic Strategy of Developing the Ice and Snow Sports Industry

Promote the concept of the ice and snow sports industry and build a multi-level market structure. The ice and snow sports industry is a rising industry that will develop in the future. To a positive effect. In addition, its development has greatly promoted the development of a series of related industries. It is necessary to vigorously publicize the snow and ice sports industry, and strengthen its research from multiple levels, all-round, multiple perspectives, and multiple forms. Driven by the market economy system, actively sum up the experience of developing the ice and snow sports industry, coordinate the relationship between social and economic benefits, not only stabilize but also improve the existing market. According to the needs of the overall economic development, the content of the ice and snow sports industry continues. The market momentum was further strengthened. At present, Heilongjiang Province should carry forward some unique advantages in the field of ice and snow sports and open up domestic and international markets. As long as we work tirelessly and through continuous efforts, the structure of the ice and snow sports market will be presented to us in a new look.

Pay attention to infrastructure construction and improve the comprehensive service capacity of the ice and snow sports industry. The development of the ice and snow sports industry will also drive the development of related industries. "If a worker wants to do his best, he must first sharpen his weapon." Therefore, to vigorously develop the ice and snow sports industry in Heilongjiang Province, the government must supervise and manage and increase investment in infrastructure. In addition, it is necessary to improve the service quality of service personnel, change their attitudes, and fundamentally enhance their conscious service awareness, so as to enhance the competitiveness of the ice and snow sports industry in Heilongjiang Province.

Strengthening the construction of the ice and snow sports industry team and improving the level of operation and management. Professional talents are the main force for the development of the ice and snow sports industry, especially composite management talents. To make Heilongjiang's ice and snow sports industry move forward quickly, extremely high cultural accomplishments, rich ice and snow knowledge, and experienced economic managers are essential. In addition, regular professional training of existing operations and management personnel is required. Make full use of the resource advantages of colleges and universities, especially sports colleges, set up the professional orientation of ice and snow, and set up professional courses related to ice and snow sports to cultivate talents for the development of ice and snow. The establishment of professional training courses can not only enhance the professional knowledge of relevant personnel, but also promote the development of the special ability of ski trainers, and ensure that the management of the ice and snow sports industry in Heilongjiang Province develops in a more scientific and standardized direction.

Strengthening the exchange of international competitions and promoting economic development. The successful hosting of the World University Winter Games in Heilongjiang Province has established the characteristics of the ice and snow brand with regional characteristics in Heilongjiang Province. This not only brings huge economic benefits to Heilongjiang, but also enhances the brand effect of Heilongjiang and its position in participating in international competition. It also promotes the rapid development of related industries and forms a diversified industry scale advantage. At present, many events are chosen to be held in Harbin. Heilongjiang Province should make full use of this rare opportunity to actively promote various types of competitions to create the scale advantage of the ice and snow sports industry in Heilongjiang Province, so that some well-known event brands can be fixed in Heilongjiang Province throughout the year. And actively develop related competitions in China's ice and snow club, and promote the continuous development of ice and snow sports and industrial upgrading in Heilongjiang Province.

5. Conclusion

Heilongjiang's unique geographical advantages and ice and snow resources provide a good environment for the development of the ice and snow sports industry. In recent years, due to the improvement of people's living standards and the rise of ice and snow sports, the ice and snow sports industry in Heilongjiang Province has developed rapidly. Many problems also appeared in the development process, which made the ice and snow sports industry in Heilongjiang Province gradually enter the development bottleneck, and then affected the pace of its sustainable development. To this end, we should start from the macro perspective, actively use the government's control and supervision methods, scientifically formulate relevant systems, optimize the allocation of resources in various departments, and focus on 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. Clear the obstacles for the sustainable development of the ice and snow sports industry in Heilongjiang Province.

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