

Countermeasure Research on Ice and Snow Tourism Industry Problems in Heilongjiang Province Based on Comparative Advantage

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Abstract: In recent years, the ice and snow tourism industry in Heilongjiang Province has developed rapidly, which plays an important role in stimulating regional economy. Combining the current economic situation in Heilongjiang Province to analyze the development of ice and snow tourism industry, analyze the industry situation and industry cycle fluctuations, and determine the industry fluctuations, which can provide reference for the formulation of the policy of ice and snow tourism industry in Heilongjiang Province and the micro-operation of tourism companies.

1. Review of Research Status

Ice and Snow Tourism is a highly participatory, experiential and stimulating activity that combines aesthetic experience with fitness and entertainment. Ice and snow tourism mainly includes three parts: First, sightseeing ice and snow tourism, including natural snow and ice landscapes - snow mountains, snow fields, artificial snow and ice landscapes - snow sculptures, ice lamps; second, ice and snow sports tourism, including skiing, ice skating, winter swimming, ice and snow football, etc. Sports activities; the third is ice and snow entertainment, including ice sledges, dog sleds and other projects. The development of the ice and snow tourism industry can drive the development of industries such as transportation, hotel, catering, entertainment, and environmental protection, which have direct and indirect effects on the economy^[1]. Ice and snow tourism also plays a special role in eliminating poverty, solving employment, and helping vulnerable groups. Therefore, it is valued by the national and provincial governments. President Xi Jinping proposed to achieve "300 million people on the ice and snow", the party's 19th National Congress report on the new responsibility given to the development of the ice and snow movement, and advocated "widespread development of national fitness activities", which fully demonstrates that the party and the state are paying more and more attention to snow and ice sports. We will attach importance to the exploitation and development of ice and snow resources and vigorously develop the determination of the ice and snow economy.

Due to the unique geographical location and climate characteristics, Heilongjiang Province has developed well in ice and snow tourism. At present, three kinds of ice and snow tourism projects, such as ice sculpture, snow sculpture and skiing, have great influence at home and abroad. In 1985, Harbin City, Heilongjiang Province, established the first ice and snow activity project in the country, Harbin Ice and Snow Festival, and became one of the four famous ice and snow festivals in the world. Ice and snow tourism has become a new economic growth point in Heilongjiang Province. In 2015, the work report of the Heilongjiang Provincial Government pointed out that "the winter is the main advantage of ice and snow, highlighting the important selling points such as Harbin Ice and Snow World, Xuexiang and Yabuli Skiing." In 2016, relying on its characteristic advantages, Heilongjiang Province regards tourism as a supply-side structural reform. The main direction of the attack is to lead the work practice with the important spirit of "Green Water Qingshan is Jinshan Yinshan, Ice and Snow is Jinshan Yinshan", scientifically plan the ice and snow economy, and accelerate the pace of building a strong economy of ice and snow. In the 2016 "Government Work Report", the provincial government has strategically laid out the economic development issues in the next five years, clearly pointing out that it is necessary to build the ice and snow industry and

the “eight economic zones” and “top ten projects” in the province. Combine with the "One Belt, One Road" as an opportunity to develop the ice and snow economy as a strategic measure to promote the revitalization of Heilongjiang.

At present, more and more researchers are paying attention to the ice and snow tourism in Heilongjiang Province and have achieved certain research results. Scholars' research on ice and snow tourism in Heilongjiang mostly focuses on the analysis and evaluation of tourism resources and tourism market development. Guo Huiqiu and Meng Guang proposed to use ice and snow tourism to promote the economic development of Heilongjiang Province, and proposed to consider the establishment of industrial development funds, reduce the industry entry threshold, and guide social funds to invest in the ice and snow tourism industry to accelerate the industrial development process. Zhang Limei used the economic model in "Ice and Snow Tourism Planning" to study the development countermeasures of the ice and snow industry in Heilongjiang Province^[2]. Shi Changbo pointed out that it is necessary to analyze the advantages and disadvantages of the unique ice and snow resources, and transform the resource advantages into the advantages of promoting economic development^[3]. From the perspective of the government, Zhan Shan and others proposed to develop ice and snow tourism in Heilongjiang Province under the objective reality of economy, society, environment and resources, and adhere to sustainable development^[1]. Zhang Zuobin and others suggested that winter tourism should be upgraded to the same height as summer tourism. The two should be developed simultaneously and simultaneously, and the policy should be moderately inclined for ice and snow tourism^[4]. Cai Defa et al. summarized the relatively insufficient financial input of the ice and snow tourism industry in Heilongjiang Province, the lack of exclusive financial services for the ice and snow industry, and the lack of management talents^[5]. Luo Dalin proposed to broaden the financing channels to promote the financing of the ice and snow tourism industry, set up the ice and snow tourism investment fund to attract more funds from all aspects of society, optimize the investment structure and promote the combination of ice and snow assets^[6]. Sun Xianren analyzed the location disadvantages, human capital disadvantages and operational mechanism disadvantages of the ice and snow tourism industry in Heilongjiang Province, and proposed to adopt competitive advantage to cultivate strategy, optimize industrial structure strategy, create quality strategy and professional talent training strategy^[7]. Wu Weiwei and Liu Yexin have constructed an evaluation index system and evaluation model for the competitiveness of ice and snow tourism industry, and conducted a comprehensive and systematic evaluation of the competitiveness of the ice and snow tourism industry in Heilongjiang Province^[8]. Xu Shumei et al. used AHP analytic hierarchy process to analyze the strategy and principles of ice and snow tourism development in Heilongjiang Province in combination with qualitative and quantitative analysis, and proposed the development strategy of ice and snow tourism in Heilongjiang Province^[9, 10]. Qimendi used the time series of ice and snow tourism income and gross domestic product (GDP) in Heilongjiang Province from 1986 to 2014 as indicators to measure ice and snow tourism and regional economic growth, and used Cointegration Theory to analyze Granger causality and finally build VARX model. Study the long-term equilibrium relationship between ice and snow tourism in Heilongjiang Province and regional economic growth and the trend in the short term^[11].

The direction and content of the above research are relatively wide, and the aspects involved are relatively large. Most of them are qualitative analysis, mainly focusing on the analysis and evaluation of the development of ice and snow tourism resources and tourism market. The problems and solutions for the ice and snow tourism need to be further Discussed in detail.

2. The Analysis of the Problems in the Ice and Snow Tourism

At this stage, Heilongjiang Province is in an important period of economic transformation. Since the snow and ice tourism industry prosperity index system is not constant, it should be adjusted and revised as the statistical data is improved. Some indicators have a relatively small weight, but their impact on market activities is indeed not negligible. For such indicators, we should increase the weight of the composite index when compiling the composite index. The next step, in order to verify whether the indicators of increasing weights are in line with actual market activities, we need

to establish mathematical modeling and verify its rationality, and further correct the accuracy of the compiled synthetic index model. Coupled with the fact that the statistics of the ice and snow tourism industry is not complete enough, the preparation of the prosperity index of the ice and snow tourism industry in Heilongjiang Province is still in the preliminary exploration stage and should be continued. This paper provides a new method to study the ice and snow tourism industry in Heilongjiang Province, which has certain reference significance for the study of ice and snow tourism boom and tourism industry operation monitoring.

Based on the research on the prosperity index and its early warning of the ice and snow travel industry in Heilongjiang Province, the problems and countermeasures of the industry are proposed. During the “Thirteenth Five-Year Plan” period, the ice and snow tourism industry in Heilongjiang Province is expected to become a new pillar industry, but it has to be acknowledged that the industry is currently only in the initial stage of market competition, and will face severe challenges. There are still many problems: First, business projects There are many similarities. The areas where ice and snow tourism is developed in Heilongjiang Province are not few. There are always plagiarism and lack of innovation. The brand potential needs further development. Heilongjiang Province does not have its own characteristics and cannot compete with other famous ice and snow tourism festivals. Some tourist routes have unfair competition that uses ultra-low prices to compete for customers. The vicious price war has caused the tourism product management industry to remain in a state of low profit operation. All of these have affected the enthusiasm for the innovative exploration of the ice and snow tourism industry business model in Heilongjiang Province and the development of tourism-related products. Second, there is a short board downstream of the ice and snow tourism industry chain. Take ski resorts as an example. The consumption of skiers is basically concentrated on tickets, accommodation and food. The consumption potential of ski equipment, clothing and related ski equipment has not been tapped. Shopping and entertainment consumption levels are weak; third, the disadvantages of human capital. Large-scale ski resorts in Heilongjiang Province have special technical and professional qualification requirements for the selection of managers and coaches. Many small ski resorts lack attention to human capital, which leads to low market competitiveness and reduced market share in the market development process, which will have an impact on the sustainable development of the ice and snow economy. In addition, the shortage of R&D innovative talents has led to the import of equipment and equipment from abroad in the skiing and ski equipment of Heilongjiang Province in the upstream of the ice and snow tourism industry, which has greatly increased the cost of tourism. Fourth, it has not formed an influence in the industry. A strong leader. From the perspective of the size of a single enterprise, the scale is small and lacks competitiveness. The ice and snow tourism industry in Heilongjiang Province is still far from the group operation. In the development of tourism, each region has its own politics, and the industries have not strengthened contact with each other, which makes it impossible to form a cluster effect and industrial chain relationship, resulting in irrational resource allocation and many high-quality resources cannot be distributed to the ice and snow tourism industry, and the cluster effect cannot be exerted; Fifth, in the province's tourism market, most of them mainly operate domestic tourism; for the international tourism sector, they are unable to organize inbound tourism from overseas tourists, and there is no strong resources and channels to organize outbound tourism.

3. Suggestions on the Ice and Snow Tourism Industry in Heilongjiang Province

First of all, the development of ice and snow tourism depends on the overall economic development of the industry and the region. At present, Heilongjiang Province is still in a period of transitional fatigue. The current situation of low per capita income, low consumption potential, limited capital investment, and poor investment environment will affect the development of the tourism industry.

Second, we must work hard to develop into a group. In order to enhance the competitiveness, in the province, we will focus on selecting several key ice-skating tourism enterprises with high visibility, influence and foundation. The brand name was established, the brand was built, the

competitiveness was enhanced, and the ice and snow tourism industry group was finally established in Heilongjiang Province. It can also introduce other transportation groups such as transportation industry, construction machinery, real estate and other enterprises into the ice and snow tourism industry. These enterprises can also enter the ice and snow tourism industry through capital penetration, further promote the division and integration of the industrial chain, and further build around the snow and ice movement. Ice and snow industry chain with ice and snow tourism, ice and snow equipment manufacturing, and ice and snow industry services.

Third, we must cultivate the innovation ability of enterprise groups and build brands. Pay attention to the cultivation of the innovation ability of employees, and actively encourage the pioneering and innovative spirit of employees. Encourage creative employees to provide training and learning opportunities, which is also necessary to improve the overall competitiveness of the ice and snow tourism industry.

Fourth, expand the brand effect of ice and snow tourism in Heilongjiang Province. Accelerate the pace of technological innovation and accelerate the development and production of high-end products in the ice and snow equipment industry. Enterprises should work hard to develop new ice and snow products, vigorously develop ice and snow products manufacturing through technological innovation, and improve the market competitiveness of ice and snow tourism products in Heilongjiang Province.

Fifth, expand the international tourism business and promote the international business strategy. At present, outbound tourism is a short-board in the province's ice and snow tourism. Therefore, in the development of the tourism industry and related industries, it is necessary to have a strategic vision, build an enterprise group, and take international and standardized operations. For example, the establishment of tourism branches overseas to facilitate transnational operations and so on. It is also necessary to relax the authority of entry and exit operations and remove policy barriers for the development of international business strategies.

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