

## **Research on Synergistic Development of Ice and Snow Sports Tourism Industry Resources Integration in Northeast China**

**Zhang Dachun, Zhang Shuangyin**

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

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**Abstract:** In recent years, China's sports tourism industry has developed rapidly, and the ice and snow sports tourism industry has been favored more and more. The northeast region has a unique geographical advantage, which has greatly promoted the development of the province's ice and snow sports tourism industry. Using literature and logic analysis to analyze in depth the current development of resources in the ice and snow sports tourism industry in Northeast China is not reasonable, the supporting security measures are insufficient, the tourism-related service quality needs to be improved, the brand image is not obvious, and the market is affected. Insufficient competition and other deficiencies, it is proposed to take the government as the leading factor increase the propaganda of tourism projects, provide sound security measures as soon as possible, provide excellent service quality, fully create a unique brand image, and build a high-quality talent team. The effective countermeasures for the development of the ice and snow sports tourism industry in the northeast region will promote the faster and better development of ice and snow sports tourism.

### **1. Introduction**

In recent years, with the continuous development of China's economic level and the continuous improvement of people's living standards, the public's demand for tourism has also increased significantly, especially for ice and snow tourism, and the people's enthusiasm is very high. The main feature of ice and snow tourism is to create a tourism and leisure project related to ice and snow with the natural scenery of winter. By letting people watch the snow and ice landscape and play the ice and snow project, they can experience the ice and snow ecology of nature and fully contact with nature. With its unique natural ice and snow resources, Northeast China has always been the first choice for domestic ice and snow tourism. However, due to the problems of obsolete projects and lack of cultural connotation in the northeast region, as well as the rapid development of ice and snow tourism across the country, tourists have been severely diverted and the development of ice and snow tourism has been seriously hindered. Therefore, it makes a detailed analysis of the development of ice and snow tourism in Northeast China, and proposes development countermeasures in a targeted manner, in order to provide important theoretical references for the sustainable, healthy and rapid development of ice and snow tourism in Northeast China.

### **2. Analysis on the Advantages of Resources Development of Ice and Snow Sports Tourism in Northeast China**

The northeastern region has a continental monsoon climate. From the south to the north, the warm temperate zone, the middle temperate zone and the cold temperate zone, especially in the north, the winter is cold, the snowfall days are long, the snow is soft and thick, the slope of the mountain is gentle, the height is moderate, and the climate and geographical conditions of the ski resort are built. Due to the cold climate, the river has a long freeze period and is suitable for various sports tourism projects such as skating, ice hockey, ice sail and fishing. The excellent climate advantage is the natural guarantee for the development of sports tourism projects in the three northeastern provinces.

Northeast China has a large number of ice and snow project resources, including ice hockey, curling, figure skating, alpine skiing, snow football, snow golf and other sports events, including ice skates, horse-drawn sledges, dog sleds, ice-cold motorcycles. Such as traditional national sports, these projects have both the popularity of the Winter Olympics and the characteristics of the national fitness. It is a beautiful "business card" for the promotion of sports tourism in Northeast China.

Yabuli Ski Resort in Heilongjiang, Beidahu Ski Resort in Jilin, Qipanshan Ski Resort in Liaoning, are all comprehensive ski resorts integrating skiing, snowmobile, snowboard, snow circle and many other snow projects. It is integrated with the surrounding natural environment and tourism such as mountains and hot springs. It is not only beneficial to tourists' fitness, but also radiates to the surrounding areas and tourists who enjoy the snow and ice scenery, and will attract many sports and tourism enthusiasts.

The northern part of Heilongjiang, eastern Jilin, western and southern Liaoning is areas where ethnic minorities are more concentrated. These regions have rich ethnic customs and numerous cultural landscapes, especially the traditional sports forms formed by ethnic minorities in the long-term historical development. The forms of traditional sports are very strong, such as the Manchu ice-sucking monkeys, ice skating carts, sledges, and ice kicking balls; The Xibo people's ice-skating sliders and ice-supporting vehicles; the Daur's ice-slips; the Oroqen and Ewenki skiing and dog sledges; the different styles of ethnic customs, understanding the ethnic customs and participation of the Northeast in the country. Sports activities and rich tourism content have opened up a vast space.

### **3. The Problems of the Coordinated Development of the Integration of Ice and Snow Sports Tourism Industry Resources in Northeast China**

The imbalance of China's ice and snow sports industry structure is highlighted. From the reality, our country's ice and snow industry is still in the early stage of development, especially the core layer of China's ice and snow industry (ice sports competition performance, ice and snow sports skills training, ice and snow equipment manufacturing, etc.) value creation activities are weak. The "relevant layer" (including ice and snow eco-tourism, festivals and cultural performances, hereinafter referred to as "ice and snow leisure industry") has become the main driving force for tourists to consume, such as Changchun Ice and Snow Tourism Festival, Karamay Ice and Snow Tourism Culture Festival. The consumption behavior of tourists in related value creation activities is relatively random, and the behaviors based on motor skills and habits are continuous and stable. Therefore, China's ice and snow industry still has huge room for development. In addition, 20% of consumers in China's ice and snow sports industry are fixed high-level snow sports enthusiasts, accounting for 80% of unsuccessful and preliminary skiing experience consumers, while foreign ice and snow industry consumers only include 5% of initials. Comprehensive analysis, the core task of optimizing the ice and snow sports industry structure in China in the future is to ensure the investment and support of the core layer of the ice and snow sports industry on the basis of ensuring the steady growth of the value creation ability of the relevant layers, and to promote the ability of the core layer value creation activities. At this stage, there are several problems in the core layer value creation.

In the core layer of the ice and snow sports industry value creation activities, the ice and snow sports service industry mainly includes: "ice competition", "ice and snow participation", "ice and snow sports skills training" and "freezing and snow sports venues, equipment, and equipment rental". After entering the 21st century, the number of snow fields in China has risen linearly, and the consumption scale of ice and snow sports service products has continued to expand. However, the production and marketing quality and level of products in the ice and snow service industry are worrying, and there is a series of problems in the supply of mass ice and snow fitness. Moreover, the regional development is not coordinated, and the activities such as the "North Bingnan Exhibition" need to be strengthened. The competition in the ice and snow sports industry market is not large, and the residents' awareness of the ice and snow sports is low. The reason is that the

relevant laws and regulations of the business rules of the ice and snow sports service industry are not perfect, and it is not necessary for the employees involved in the process of consumption of ice and snow sports service products, the quality standards of service products, price standards, safety guarantees, medical services, etc. The safeguard measures are clearly defined, resulting in a low degree of standardization of the ice and snow sports service industry and limited value creation capabilities.

The ice and snow leisure industry lacks effective governance. The “related layers” of the ice and snow sports industry include: ice and snow eco-tourism, festival activities and cultural performances, which can be summarized as ice and snow leisure industry, which is an important part of the ice and snow sports industry. Wang Kaihong (2013) proposed that the ice and snow culture industry is a collection of cultural experiences and observational consumption activities based on the cold climate and rich ice and snow resources, combined with regional folk customs and folk customs. The ice and snow leisure industry should be: a kind of business ice-snow experience activities or games that combine non-competitive, leisure and entertainment, including local folk characteristics, with certain "intangible heritage" attributes, and effective development and exploitation of human resources is beneficial to the sustainable development of the ice and snow leisure industry. China's ice and snow culture experience service pays too much attention to formal innovation, and even in order to simply cater to the market, it produces a large number of "pseudo-cultural" and even "vulgar" ice and snow leisure experience products that are separated from the local folk customs. Short-term economic benefits cannot offset the local regional cultural brands and the loss of social influence brought about by the “demonstration effect” of long-term malignant culture. The state and local cultural supervision departments should intensify the supervision and supervision of the cultural market, rectify the “pseudo-culture” and “vulgar” leisure cultural products in the ice and snow leisure industry, and should concentrate on digging deep into the local folk culture and extracting High-cultural ice and snow culture products further enhance the social influence of the local ice and snow sports industry.

#### **4. The Strategy of Coordinated Development of Ice and Snow Sports Tourism Industry Resources Integration in Northeast China**

Change the management concept and take the route of professionalization and industrialization of ice and snow tourism. Foreign ice and snow tourism has developed for a long time, and has formed a relatively complete development scale and management system. Many of its good experiences can be used for the development of China's ice and snow tourism. Therefore, in order to realize the modernization development of ice and snow tourism in the northeast region, it is necessary to learn from the good foreign ice and snow tourism management concepts and experiences. Through the introduction of advanced management concepts and methods, and on the basis of integrating China's actual needs, the reform and innovation of China's ice and snow tourism management will be carried out. First of all, the establishment of the Ice and Snow Tourism Management Theory Research Center, through scientific research to improve the theoretical level of China's ice and snow tourism management, to lay the foundation for the construction of ice and snow tourism management theory with Chinese characteristics. Secondly, in-depth field visits to ice and snow tourism, based on the cultural characteristics and organizational structure of China's ice and snow tourism regions, continuously improve the management model of China's ice and snow tourism, so that it meets the actual needs of China. Third, strengthen domestic cooperation and international cooperation, and cultivate a professional management team to realize the internationalization and modernization of ice and snow tourism management. Fourth, increase the in-depth development and excavation of ice and snow tourism resources, and provide more ice and snow tourism products with Chinese characteristics to consumers around the world, and better promote the rapid development of ice and snow tourism in Northeast China. Finally, the development of the related manufacturing industry and service industry of ice and snow products will fully maximize the value of ice and snow tourism, so that the ice and snow industry chain will be continuously improved, and finally form a complete industrial chain, so that the ice and snow

tourism in Northeast China will achieve high returns and high levels.

Standardize the ice and snow tourism market system and improve international competitiveness. Relevant government departments should increase regulation, supervision and management of the ice and snow tourism market, establish and improve relevant laws and regulations, and regulate the ice and snow tourism market. We will reduce violations of the law, violations of laws, and malicious competition, and actively promote the construction of various social security systems and corporate credit systems, and comprehensively control and supervise the tourism industry in the Northeast, so that it can develop in a healthy manner. First of all, improve relevant laws and regulations, and integrate the management of ice and snow tourism into the legal management track, and realize the transformation from traditional man-made management to legalized management. Secondly, formulate and introduce relevant preferential policies to attract more powerful enterprises to invest in the development of ice and snow tourism in China, establish a system of ice and snow culture, ice and snow tourism, ice and snow industry, and promote the rapid development and scale.

Integrate ice and snow resources and increase investment in infrastructure construction. At present, China's ice and snow tourism is affected by the region, and its resource distribution is still relatively scattered. This requires the optimization and integration of the complementary winter snow resources in the northeast region, reducing the development and construction of repeated ice and snow resources, reducing the waste of funds and resources, and building a boutique ice and snow tourism project to make it more in line with the consumption needs of different social classes. First, optimize the ice and snow tourism resources based on the geographical distribution. Make the distribution of lines in each project geographical position and become a line. The content of the project should form a special point, one by one, so that the points are connected to form a line, and the lines are connected to form a regional tourism network throughout the Northeast. Second, increase investment in ice and snow tourism hardware and software. Let China's ice and snow tourism optimize and integrate through reasonable resources and step into a benign development track. In the end, the entire northeast region's ice and snow tourism resources will form a large network, with a 4A scale, distinctive Chinese characteristics, rich tourism content, and high-quality ice and snow culture to provide passengers with better ice and snow tourism services.

Enhance the economic development of the Northeast region and continue to actively bid for high-level ice and snow events. With the rapid development of ice and snow competition, the current ice and snow sports events have become an important part of ice and snow tourism. This requires us to make full use of the advantages of the ice and snow events to create a new brand project for ice and snow tourism. First of all, the Northeast region needs to further improve the snow sports facilities. By perfecting the ice and snow sports facilities and building a world-class ice and snow arena, on the one hand, it meets the needs of holding ice and snow sports events on the other hand, it lays the foundation for bidding for national and international ice and snow events. In addition, the high-art ice and snow sports facilities will also help to enhance the cultural connotation of the northern cities of China and show the unique style of China's ice and snow sports. Second, increase the propaganda of China's ice and snow sports events. Through the artistic promotion of the difficulty and beauty of the ice and snow sports, attract more people to watch the ice and snow sports, and in the process of watching and experiencing the unique charm of the ice and snow sports, making it a lifelong customer of ice and snow tourism. Thirdly, by holding high-level ice and snow sports events, the brand influence of ice and snow tourism in the Northeast and the whole world will be expanded; branded ice and snow sports events will drive snow and ice athletes and snow lovers in different regions of the country to come to the northern region for leisure.

## **5. Conclusion**

Since the beginning of the development of ice and snow tourism in the Northeast, we have learned and accumulated many good experiences and lessons. Today, the ice and snow tourism projects in the northeast region need to further deepen the reform and development, based on their unique characteristics and cultural connotations, and actively create quality ice and snow tourism projects with rich and colorful and varied tourism content, and seize good domestic and

international Develop opportunities to effectively integrate ice and snow resources, national culture and regional characteristics, making ice and snow tourism in the northeast region more attractive, gradually realizing the industrialization development of the northeast ice and snow tourism, forming an industrialized development chain, and finally developing the northeast ice and snow tourism into The strongest and most competitive ice and snow tourism project in the country.

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