

Research on the Linkage Development Strategy of Ice and Snow Sports Tourism Industry in Northeast China

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Abstract: The northeast region has a broad space for developing ice and snow sports tourism. Through the analysis of the advantages of the ice and snow tourism resources in the three northeastern provinces, the concept of industrial linkage development model is carried out to promote the further development of the old industrial base in Northeast China.

1. Introduction

As people's leisure time increases and the level of consumption increases, winter ice and snow sports tourism is becoming a fashion. The three northeastern provinces have abundant ice and snow tourism resources. Make full use of resources and rationally develop products, thus driving the common improvement of the sports industry and tourism industry in the Northeast.

2. The Concept of Ice and Snow Sports Tourism

Ice and snow sports tourism is one of the types of sports tourism. It is a cultural exchange activity such as body and mind entertainment and physical exercise that tourists use in ice and snow. The author believes that ice and snow sports tourism has a broad and narrow sense. The generalized ice and snow sports tourism refers to the total of physical and mental entertainment, physical exercise, sports rehabilitation, sports competition, sports culture exchange, etc., which are engaged in ice and snow tourism, and the total relationship between ice and snow tourism, sports tourism enterprises and society. The narrow ice and snow sports tourism is to adapt to and meet the various snow sports needs of tourists, and to use a variety of sports activities to fully play a variety of functions, to achieve the purpose of pleasure, physical exercise, harmonious development, etc., to enrich the social and cultural life.

3. The Analysis of Ice and Snow Sports Tourism Resources

The ice and snow sports brigade resources are premised on their attractiveness. Any positive factors and advantages that can stimulate tourism motivation and can be used for the development of the ice and snow tourism industry, and can generate a large number of economic benefits and wide social benefits, can be counted. It is the category of ice and snow sports tourism.

In China, ice and snow sports tourism is rich in natural resources. From the geographical point of view, the four provinces in Northeast China are rich in natural resources, such as the four seasons are alternating, the winter is long, the snow period is long, the snow is good, the temperature is suitable, and there is a good natural environment for ice and snow sports tourism. Among them, ski resources are mainly concentrated in: Harbin, Yichun, Mudanjiang, Daxinganling in Heilongjiang Province; Changchun City and Jilin City in Jilin Province; Shenyang City and Liaoyuan City in Liaoning Province. For example, the Yabuli Ski Resort and the Great Lakes Ski Resort are ski areas that meet international standards. Ice lights, ice and snow tourism sites are mainly concentrated in Harbin, Mudanjiang, Qiqihar, Yichun and other cities in Heilongjiang; Jilin, Changchun and other cities in Jilin; Shenyang, Dalian and other large and medium cities in Liaoning. In the northeast, each city has artificial ice rinks, natural ice rinks, and natural snow fields. The ecotourism in the

Northeast mainly includes forest snow exploration, forest hunting, and snow sledding. In addition, in the cities of other provinces in China, there are also ice and snow tourism resources of different lengths for development and utilization.

In the snow sports, there are sports athletes who have made significant contributions to China's ice and snow sports in different eras. They are the creators and promoters of the history and culture of China's unique ice and snow sports. There are many ice and snow sports and tourism bases in China, such as Yabuli, Beidahu and other internationally renowned ski resorts. There are the largest speed skating rinks in the city, the ice hockey pattern training hall, etc. The facilities and buildings of the snow and ice sports venues with certain characteristics are the best combination of art and technology such as natural scenery, technology and architecture. Through the humanistic environment of ice and snow sports, ice and snow tourists can get close to the ice and snow sports and the human history of the sports venues, appreciate the style of the ice and snow sports stars, and feel the joy of the ice snowman scenery. The facility environment adds to the knowledge of science and technology and the appreciation of nature and architecture. Ice and snow paintings, snow sports souvenirs, sports equipment, sports sculptures, mascots and other ice and snow sports art, contains a wealth of ice and snowman character, is a human resources for ice and snow sports tourism.

At the 19th Winter Olympics, the famous athlete Yang Yang won the first gold medal in the Winter Olympics and achieved the breakthrough of the gold medal "zero" in the Winter Olympics. At the 20th Winter Olympics, Han Xiaopeng won the men's freestyle skiing aerial skills gold medal, which is the first gold medal for the Chinese men's winter Olympics. In recent years, large-scale ice and snow sports competitions held in China include: Changchun Asian Winter Games in 2007, Qiqihar (National) Winter Games in 2008, and Harbin World University Winter Games in 2009. The facts show that the ice-snow events and sightseeing tours will further promote the rapid development of China's ice and snow sports tourism.

The four northeastern provinces and autonomous regions are multi-ethnic provinces in northern China, including Manchu, North Korea, Hui, Mongolia, Daur, Xibo, Oroqen, Hezhe, Ewenki, Kirgiz and other ethnic groups. In the early 17th century, the Manchus established the post-Golden regime. Every year, there is an "ice dance performance", which is now the "skating competition". The winter sports activities that the Manchus like are also "Ice monkeys, skating cars, sledges, ice." On the stone ball, etc.; Daur's ice-slipping; Xibo's ice-skating sliders, ice-skating cars; Hezhe's skiing, dog sledding; Oroqen's fine riding, forest hunting, etc.: these styles are different. The national ice movement and the ice and snow culture provide abundant resources for the development of folk ice sports tourism. These projects have the characteristics of northern ice and snow, and reasonable development and utilization will surely attract a large number of tourists, especially for tourists south of the Yangtze River.

In the north or southwest plateau, there are more snow festivals and festivals. For example, the "Harbin International Ice and Snow Festival" is the first regional festival in China's history with ice and snow as the content. The festival begins on January 5 of each year. During the festival, there are: Ice Expo, Snow Expo, Ice Fair, winter clothing exhibition, snow football, winter swimming, skiing, skating and other activities, with local characteristics of sports culture, economic and trade activities, high quality, fun and so on. Yabuli is not only the first choice for international competitions, but also a tourist attraction with ice and snow characteristics. In 1998, it first created the China Heilongjiang International Ski Festival, which made the ice and snow sports tourism develop rapidly, and the economic and social benefits were extremely impressive. The 2006 China Changchun Ice and Snow Tourism Festival and the "Jingyuetan Vasa International Cross Country Ski Festival" have greatly promoted the growth of winter tourism in Changchun. The 9th Ice and Snow Tourism Festival not only highlights the unique charm of the Changchun Ice and Snow Tourism brand, but also promotes it. Today, winter snow sports tourism is competing in the north, and this industry is increasingly becoming a new growth point for some provinces and cities.

4. Countermeasures for the Joint Development of Sports Tourism in Northeast China

The northeast region is rich in ice and snow tourism resources, strengthens the alliance among

cities, highlights regional advantages, and forms an organic whole in product development, market operation and services, achieving regional advantages, market sharing, and cooperation and win-win situation.

Products are the core of sports tourism development. The joint development and design of ice and snow sports tourism products in the northeast region can avoid the unity of products, not only highlight local characteristics, but also differentiate products, thus driving the common development of the economy.

The northeast region has a large number of advantageous ice and snow sports tourism routes. Taking advantage of the advantages of local projects, implementing a strong linkage combination, and launching a boutique route based on this will be an important part of the development of ice and snow sports tourism. On the basis of highlighting the advantages and characteristics of each place, we design hot springs, skiing and snow-seeking travel lines with distinctive features. For example, we will combine Yabuli skiing – Jilin smog – Dalian hot spring tour into a line, combine the advantages of the three provinces, and implement a product differentiation strategy. Introduce their own distinctive brands, enhance the core competitiveness of products, extend the industrial chain, and increase added value.

As a special form of tourism, ice and snow sports tourism, due to the limitations of its development projects and strong sports, is likely to cause shortcomings such as single target market and low revisit rate. The interaction with other types of tourism products creates an interactive effect that reduces or even eliminates these negative consequences. For example, combining ice and snow sports tourism with folklore tours, combining sports such as ice-skating and ice-sail with the Manchu's ice-skating cars and snowmobiles; while experiencing the thrill of alpine skiing, the entertainment of the Oroqen race Dog sledges; sports such as the ice mill of the Hezhe family not only enrich the content of sports tourism products, but also increase their interest.

As a carrier of tourism, the market has an important impact on tourism activities. To promote the development of ice and snow sports tourism, it is necessary to stimulate the demand of the tourism market and provide products suitable for different market segments.

The development of ice and snow sports tourism should aim at different grades of customers, designing marketable sports tourism products. At present, many ski tourists have developed from the snow-skiing stage to the relatively professional stage of ice and snow. Many ski resorts develop Gold Card VIP users, Snow Golf, and Senior Coach Sparring Services. For the popular-oriented ice and snow tourism, the emphasis is on the novelty, entertainment and fashion of tourism products. Such as mass skiing, ice skating, ice and snow games, ice climbing and other participating sports tourism products. The development of various grades of ice and snow tourism products not only enriches the content of sports tourism but also expands the extension of sports tourism, and also provides more choices and enjoyment for sports tourists.

Participants in the ice and snow sports tourism are mainly young and middle-aged people aged 20 to 40. There are relatively few development projects for teenagers and the elderly. In order to promote the development of the tourism industry, we should look to the broader market and develop tourism products suitable for different ages. For children and young children, it is possible to introduce less dangerous recreational sports such as ice fan fans, ice carts, ice hockey, ice monkeys, horse-drawn sleighs, and skis. For the hobby of the elderly to watch the snow, you can design and launch the snow sculpture of Harbin Sun Island. The cultivation of physical and mental sports tourism projects. Designing different tourist routes for different age groups not only mobilizes the enthusiasm of the whole people to participate in sports tourism, but also plays a role in consolidating the original market, activating potential markets and opening up new markets.

In China's ice and snow sports tourism consumption, the main proportion is the rigid consumption of tickets, food, housing, etc., but there is no obvious growth in the consumption factors of transportation, accommodation, catering, skiing and other marginal benefits, especially consumption. The "purchase" and "entertainment" with great potential are the weakest. Take ski resorts as an example. The main source of profit is the direct economic benefits brought by ski resorts and facilities, ski equipment, equipment rental, skiing technology and equipment

maintenance. The consumption potential of the related transportation and information industries has not been discovered. These are important sources of profit for the ice and snow tourism industry. To this end, it is possible to combine the communication industry, the transportation industry and other service industries, and to issue a ski fitness card to people through the consumption of these areas, and implement a membership system.

Marketing linkage refers to the existing basic market and marketing methods, combining the ice and snow sports tourism resources of the three northeastern provinces, forming a joint force, actively participating in market promotion activities, and using domestic and international marketing channel networks to establish efficient marketing operations and networks. It can take advantage of the characteristics of winter festivals in Northeast China (such as Harbin International Ski Festival, Jilin Haze Festival, Changchun Jingyuetan International Ski Festival, etc.), with one province as the mainstay, supplemented by the two provinces, making full use of the media's propaganda role. Trade fairs, expositions, publicity and promotion groups, tourist caravans, etc. will hold various briefings and presentations in various places to promote and promote ice and snow sports tourism products, and form a well-organized and widely involved marketing and promotion system.

5. Conclusion

With the development of society, people are more yearning for and pursue ice and snow sports tourism. Geographically, the four northeastern provinces (districts) are vast, long in winter, and rich in ice and snow resources. The ice and snow sports programs are widely carried out, and there are many sports and snow projects with unique ethnic characteristics, which are very suitable for the development of ice and snow sports tourism. The northeast region has favorable conditions for developing the winter snow sports tourism industry. It can be said that ice and snow sports tourism is an emerging industry, which can drive the development of related industries and promote the rapid development of the local economy. In the world, countries with ice and snow sports tourism resources have generally developed relevant ice and snow sports tourism projects, and there is a tendency to compete across development.

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