

## Study on the Structure of Ice and Snow Sports Industry Chain in Heilongjiang Province

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**Keywords:** Heilongjiang; structure of ice and snow sports industry chain; research

**Abstract:** As the sunrise industry in Heilongjiang Province, ice and snow tourism is the image card of Heilongjiang province. It is also one of the important pillar industries of economic growth. Ice and snow sports industry can stimulate economic growth and provide more employment opportunities for Heilongjiang province. The structure of current ice and snow sports industry in Heilongjiang Province is studied and summed. The provincial ice and snow sports industry chain lacks systematic strategic planning; the grade of holiday tourism products is not high. The development of professional tourism service is lagging, the economic benefit of tourism is low, the value chain effect of ice and snow tourism is not formed, so it is proposed to optimize the industrial link, coordinate the basic link and auxiliary link, and give priority to the development of the bottleneck link.

### 1. Introduction

Under the background of economic globalization, various countries in the world have formed a network of economic exchanges, each industry is no longer an isolated situation, and deepening cooperation to form a network of industrial chain is the economic main body cannot get rid of the development trend. The study of industrial chain structure is very important in the era of economic globalization. However, the current ice and snow tourism industry in our country is still in the initial stage of development, and the relevant theoretical research is still insufficient. Snow and ice tourism industry has a strong regional nature, and the number of provinces and cities developing snow and ice tourism in China is relatively small. There are few researches on the structure of ice-snow tourism industry chain, and no systematic research results. As the origin and main developing province of ice and snow tourism industry, Heilongjiang Province, as the research object of ice and snow industry structure, has its uniqueness and rationality. This paper will analyze the local characteristics and industry status of Heilongjiang Province. This paper probes into the optimization strategy of ice and snow tourism industry, and makes a modest contribution to the promotion of the overall competitiveness of Heilongjiang Province. The technological foundation integrated into chain core, and the chain network industrial organization structure is determined according to the characteristics of industry, the relationship between demand and time and space distribution. The industrial chain structure system can transform the individual enterprise advantage into the advantage of an industry or even a region, and then form the core competitive advantage of the industry or the region. The circulation of products and funds makes various industries with different creative value can link organically. This is an enterprise response model under the situation of economic globalization, as a node in the industrial chain; individual enterprises mainly include producers and sellers. In addition, the ring point is each activity link on the industrial chain, including sale, research Hair, etc. The close cooperation and division of labor realized among each node, and the industrial chain formed by the supply and demand relationship between links. Generally, the industrial chain divided into three links: key and auxiliary. The key link is the key in the industrial chain, with the characteristics of high benefit, high profit and high growth. As the leading link, the key link is the key to promote the coordinated development of the auxiliary links in the industrial chain, and with the change of the social and economic conditions, the key links also

continue to change, especially the transfer of the largest value-added link fluctuates up and down. If the market has a broad prospect, strong core competitiveness and other advantages, the key links have greater rules. A node with a strong correlation with other links called a chain kernel. Chain core and key links are the core components of the industrial chain, and play an important role in promoting the development of the entire industrial chain. The industrial chain under the situation of globalization is distinguished from the industry type, the number of nodes, the link association and so on. The industrial chain generally made up of each complete link, for the industrial chain with regional or industrial characteristics, it does not have integrity, in the industrial chain in many stages or links are isolated.

Heilongjiang Province, located in the northeast of China, belongs to the highest dimension and the lowest temperature, and its climate type belongs to the continental climate of alpine temperate zone. In Heilongjiang Province, the mountains are continuous, the forest area is large, and the natural scenery is very beautiful. Generally, from November to March of the following year, there is snow in most parts of Heilongjiang Province. The average number of snowfall days per year is about 20 to 50 days, and the interval between the first and the whole day of snowfall is about 180 days. The average winter snow lasts from 80 to 120 days. It can see that Heilongjiang Province is rich in snow and ice resources and its exquisite ice and snow art attracts tourists from all over the world. In Heilongjiang Province, a variety of ice and snow activities can carry out. It can say that Heilongjiang Province is the hometown of ice and snow sports, as well as a resort for ski enthusiasts. All kinds of snow ways, such as gentle slopes and steep slopes, are available in various ski resorts. For different levels, Skiing enthusiasts with different needs can be satisfied, which is also a strong foundation for the development of ice and snow sports tourism in Heilongjiang Province. Heilongjiang has more than 50 ski resorts, some of which have become world-famous ski resorts. At present, ice and snow tourism in Heilongjiang has developed from a single ornamental and entertainment industry to a comprehensive international market with the integration of sports, culture, tourism and other factors. Many countries foreign well-known enterprises attracted by ice and snow resorts, so the ice and snow sports industry in Heilongjiang Province is constantly expanding scale, its supporting facilities are also constantly improving, and driving the rapid development of related industries. It can said that ice and snow sports tourism industry is like a huge lever, leveraging the development of a series of industries, but also led the relevant provinces and cities to hit the ice and snow tourism signs, and Heilongjiang Province has formed a certain competition pattern.

## **2. Lack of Systematic Strategic Planning**

At present, there are 24 S-class ski resorts in Heilongjiang Province, including the Yapuli ski resort in Heilongjiang, the Erlongshan ski resort, the Yabli windmill resort and other 3s class tourist ski resorts, but the other small ski resorts are not well known. Even the residents in the province know very little, some skating facilities and resources are well developed, but most lack of reasonable and scientific planning and development. For the development of ice and snow sports tourism resources, mainly skiing, winter swimming and other items, but the integration of ecological tourism and ice tourism resources still need to be further improved. The development of the resources of the music project needs to strengthen. At present, the operation of the skiing field is not to the advanced management concept, too much emphasis on the input of hardware facilities, the neglect of the importance of human management, and no rational planning for the environmental beautification. Not to improve, the design is mediocre and entertainment is not strong, which greatly reduces the attraction of ice snow tourism to customers.

## **3. The Low Grade of Holiday Tourism Product**

Sports industry chain needs to allocate all the elements reasonably, create a good tourist environment, and facilitate tourists from the traffic. At present, the construction of infrastructure in Heilongjiang Province is increasing, and the road facilities in the scenic area have improved.

However, many scenic spots still have the problem of poor access. For many ski resorts, tour guides and service functions are difficult to meet the needs of tourists, guiding signs and panoramic images are not perfect, parking lots and other hardware facilities are aging, all of them are chronic diseases of ice and snow tourism chain development.

#### **4. The Laggard Development of Professional Tourism Service**

The ice and snow tourism industry in Heilongjiang Province has developed rapidly and formed a certain industrial chain structure, but it lacks the corresponding professional tourism services, such as the lack of the country and travel agencies, the shortage of tourism service personnel, and so on. There is a serious shortage of talents trained for tourism majors, and it is difficult to meet the needs of various levels, which seriously affects the development of the structure of ice and snow tourism industry in Heilongjiang Province.

#### **5. Low Economic Benefits of Tourism**

In addition to tickets to scenic spots, the revenue from the ice and snow tourism industry drives the growth of tourism income through accommodation and other related income. Moreover, many scenic spots, ice and snow tourism, are round-trip in one day, which cannot effectively promote the construction of local tourist accommodation facilities. Usually, ticket income cannot maintain higher tourism economic benefits. Snow and ice tourism value does not form tourism wholesalers and scenic spots are the core of the tourism value chain. Through the control of service flow, material flow, capital flow, tourist flow, information flow, business flow and cultural flow, they will go, eat, and defend. A series of processes, such as living, traveling, entertainment and purchasing, however, the ice and snow tourism industry in Heilongjiang Province is not in the line, food, health, housing, tourism, entertainment, shopping and other processes have not been effective links, effective value chain effect has not formed.

#### **6. The Coordination between Basic and Auxiliary Links**

To optimize the industrial chain structure, we should not only do a good job in key links, but also coordinate the basic links and auxiliary links. To optimize the ice and snow tourism industry, we must consolidate the foundation and promote the coordination between the auxiliary links and the basic links. In order to optimize the structure of ice and snow tourism industry, it is necessary to coordinate and manage the culture, sports and other related industries and tourism industry based on the basic and auxiliary links, to avoid the cask effect. To promote the rationalization of industrial structure, we must cooperate with each other based on the development of chain core. In general, ice and snow tourism products, cultural products, sports products, equipment products, service products are the basic links of the industry only when the main body of the chain coordinates the relationship of these products, can the structure of the tourism industry chain be more reasonable. Compared with the increasing ski demand in our country, there is a lag in the manufacture of ski equipment. From the current market, we can hardly see the ski products of our own brand. Therefore, we should widen the financing channels of our country's manufacturers or introduce production lines by means of attracting investment and so on, actively carry out technical transformation and develop the regional ice and snow equipment industry. Based on advanced technology of ice and snow equipment abroad, the reserve of advanced talents in ice and snow equipment industry is well. As a province with developed ice and snow tourism, Heilongjiang Province should actively develop ice and snow equipment. Industry, this is also an important profit way brought by the ice and snow sports tourism industry. We should make a positive investment to build Heilongjiang's excellent ski equipment enterprises, localize the purchase and promote the development of the ice and snow sports tourism industry chain in Heilongjiang.

## **7. Strengthen the Macro - control of Local Government**

The Heilongjiang Provincial Government should select the breakthrough point for the development and construction of ice and snow sports tourism in view of the tourist source market, seize the key links, carry out the phased development, and carry out on-site surveys on the development site. This paper analyzes the dependence of tourism resources and environment in the Institute of Ice and Snow Sports. For the projects with high feasibility and economic benefits, we should carry out scientific control, draw up a good construction plan, complete the ice and snow sports tourism industry construction under the systematic planning, achieve outstanding characteristics, avoid blind and repeated construction. To achieve cost savings, sustainable development of the environment. Under the active guidance of the government, the whole society participates in the development of ice and snow sports tourism in Heilongjiang In China, the government should implement preferential policies to the industry, give ice sports tourism operators and investors certain protection and support, and strengthen the very low support for snow and ice. The government should create a good investment environment for the ski base, improve the enthusiasm of investors, provide good conditions for the public to participate in ice and snow sports, and promote the development of ski industry and tourism industry. Reduce and reduce the related costs of investors, and provide policy support on appropriate tax preferences and so on. The healthy and orderly development of the ice and snow sports tourism industry in Heilongjiang Province cannot separate from the stable legal maintenance. Therefore, it should do in the aspects of equipment, service quality, safety protection and so on. Set the standard, from the regulations, regulations and other aspects of the corresponding provisions. The standard and evaluation method of ice and snow sports tourism facilities formulated by the government tourism department to make macro regulation and micro management of ice and snow sports tourism industry. According to the relevant laws, regulations and policies to manage the ice and snow tourism market, to interfere with the normal operation of the market should stopped in time, to ensure that the ice and snow sports tourism market can develop and grow normally.

## **8. Summary**

Heilongjiang Province has the advantages of its unique natural resources and industrial foundation. According to the national policy guidance, it focuses on the development of ice and snow tourism industry, optimizes the structure of tourism industry chain, and contributes to the economy and society of Heilongjiang Province. Cultural development plays an important role in promoting it. The development of ice and snow sports industry in Heilongjiang Province is facing new opportunities and challenges. The adjustment of development ideas and policies is the key issue for the sustainable development of ice and snow sports industry in Heilongjiang Province. The discussion of many development nodes is helpful to the healthy development of the ice and snow sports industry, and the chain of sports industry will extended continuously. The ice and snow sports industry is gradually integrating the media, entertainment, insurance, tourism and other industries. In the sports industry chain, the effective solution of these problems related to the establishment of the ice and snow sports industry brand, giving full play to the role of science and technology leading the sports industry chain, increasing the research and development of sports products, and improving the market competitiveness of sports products. It is very important for the development of ice and snow sports industry chain.

## **Acknowledgements**

A Planned Project on a Study of philosophical and Social Science of Heilongjiang Province: A Study of the Structure Optimization for Ice-sonw Sports Industry and Applied Talent Training of Heilongjiang Province(16TYE02).

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